MASTER
NEGATIVE
NO. 95-82402-13

COPYRIGHT STATEMENT

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials including foreign works under certain conditions. In addition, the United States extends protection to foreign works by means of various international conventions, bilateral agreements, and proclamations.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

The Columbia University Libraries reserve the right to refuse to accept a copying order if, in its judgement, fulfillment of the order would involve violation of the copyright law.

Author:
Daily mail, London

Title:
Sell to Britain through "The Daily mail"

Place:
London

Date:
[1930]

95-82402-L3

MASTER NEGATIVE #

COLUMBIA UNIVERSITY LIBRARIES
PRESERVATION DIVISION

BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS
256.1
D14 Daily mail, London.
Sell to Britain through 'The daily mail' ...
London, Associated newspapers, ltd. [1930?]
270 p. maps, tables. 29 cm.

"The statistics in this book have been prepared by the London research bureau."

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35 mm REDUCTION RATIO: 14x IMAGE PLACEMENT: IA (IIA) IB IIB

DATE FILMED: 3/6/95 INITIALS: DG

TRACKING # : MSH 05069

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

2.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm

PM-MGP 13″x18″
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC

200 mm

150 mm

100 mm

A5

A4

A3

1.0

1.1

1.25

1.4

1.6

1.8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.0 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.5 mm

PRECISION℠ RESOLUTION TARGETS

Century

1303 Geneva Avenue
St. Paul, MN 55119

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

3.5 mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

3.0 mm

Columbia University
in the City of New York

THE LIBRARIES

GRADUATE
SCHOOL OF BUSINESS
LIBRARY

Given by

London Daily Mail

SELL TO BRITAIN THROUGH 'THE DAILY MAIL'

THIS is the first comprehensive analytical study of the British Isles as a market that has ever been published. Prepared as a service to national advertisers, it has been compiled with an intimate knowledge of their needs and requirements, and is presented in the belief that it will provide manufacturers, advertising experts and business executives with data of the greatest possible value when planning their advertising and selling policies.

PUBLISHED BY ASSOCIATED NEWSPAPERS LTD.
NORTHCLIFFE HOUSE, LONDON, E.C.4

Business
Sept 9
London Daily Mail
11-25-30
D256.1
D14

THE statistics in this book have been prepared by the London Research Bureau, and while it is believed that every care has been taken to check facts and figures, no responsibility can be accepted. Any enquiries relating to this book or to advertising in *The Daily Mail* should be addressed to

THE ADVERTISEMENT DIRECTOR,
The Daily Mail,
Northcliffe House, London, E.C.4

Telephone: Central 6000.

Dec. 2, 1930 DA/Hee
" 19 " GSP

CONTENTS

SECTION I

Page

The Greatest Selling Force in Britain 7

	Page		Page
Leadership in Every Field	7	*First with Net Sales*	8

The World's Record Daily Net Sale 9

The Nation's Newspaper	10	*The Greatest Trade Organ*	13
Record National Penetration	10	*Supreme for Every Purpose*	13
Covering the Better Class Homes	11	*And for all Products*	14
Gigantic Purchasing Power	12	*The Standard of Comparison*	15
Confidence in Advertised Goods	12	*The Need for Concentration*	15
		100% in 'The Daily Mail'	16

How *The Daily Mail* Covers the Kingdom 17

The World's Best Market 25

Sound Financial Position	25	*Consuming Power*	37
The Well-to-do	28	*Localised Wealth and Amenities*	38
The Working Class Market	29	*Rail and Road Transport*	40
Industrial Progress	30	*Air Travel and Shipping*	41
The Great Banks	31	*Mails, Telegrams and Telephones*	42
Retail Outlets	32	*A National Trade Influence*	43
New Homes	33		
A Thrifty and a Saving Nation	33		

Classified Population and Families in England 45

Beds, Berks, Bucks	46	*Northants, Northumberland*	65
Cambs, Cheshire	47	*Notts, Oxfordshire*	66
Cornwall, Cumberland, Derby	48	*Rutland, Salop, Somerset, Staffs*	67
Devon, Dorset, Durham	49	*Suffolk, Surrey*	69
Essex	51	*Sussex*	70
Glouc, Hants, Isle of Wight	52	*Warwickshire*	71
Hereford, Herts, Hunts, Kent	53	*Westmorland, Wilts, Worcs, Yorks (East Riding)*	72
Lancashire	55	*Yorks (North Riding and West Riding)*	73
Leicester, Lincs, London	59		
Middlesex	62		
Monmouthshire, Norfolk	64		

Classified Population and Families in Wales 75

Anglesey, Brecknock, Carnarvon, Cardigan, Carmarthen	75	*Merioneth, Montgomery, Pembroke, Radnor*	77
Denbigh, Flint, Glamorgan	76		

Classified Population and Families in Scotland 78

Aberdeen, Argyll, Ayr, Banff, Berwick, Bute, Caithness, Clachmannan, Dumbarton	78	*Kirkcudbright, Lanark, Midlothian, Moray, Nairn*	80
Dumfries, East Lothian, Fife, Forfar, Inverness, Kincardine, Kinross	79	*Orkney, Peebles, Perth, Renfrew, Ross and Cromarty, Roxburgh, Selkirk, Shetland*	81
		Stirling, Sutherland, West Lothian, Wigtownshire	82

Classified Population and Families in Northern Ireland 82

Antrim, Armagh	82	*Down, Fermanagh, Londonderry, Tyrone*	83

Classified Population and Families in the Irish Free State.... 83

Leinster, Munster	83	*Connaught, Ulster (3 counties)*	84

SECTION II

Creating National Demand and Distribution. Zones of Sales Control.

Page

The Supreme Factor in Developing Trade 87

	Page		Page
Greatest Force in Co-operative Advertising	88	*The Retailer's Point of View*	91
The Two-fold Power of 'The Daily Mail'	89	*Securing the Co-operation of the Dealer*	92
The Chain Stores Example	91	*The Finest Aid to Salesmen*	93
		Sales and Distributing Zones	93

Zone I The Metropolitan Zone 95

Zone II The South Coast 105

Zone III Cornwall and Devon 115

Zone IV Gloucestershire, Somerset and Wiltshire 123

Zone V The Thames Valley and Hertfordshire Territory 131

Zone VI East Anglian Territory 139

Zone VII The South Wales Coalfields Territory 147

Zone VIII The Birmingham and "Black Country" Territory 155

Zone IX Eastern Midlands Territory 165

Zone X Lincolnshire and River Humber Territory 173

Zone XI The West Riding of Yorkshire 181

Zone XII Lancashire and Cheshire 189

Zone XIII The Tyne and Tees-side Territory 199

Zone XIV Wales (excluding the South Wales Coalfield) 207

Zone XV Scotland 215

Zone XVI Northern Ireland 225

Zone XVII The Irish Free State 231

The Isle of Man 239

The Channel Islands 240

SECTION III

The Market and the Medium for Specific Products

Page

Covering the Bulk of the Motoring Public 243

	Page		Page
The Dominant Motoring Medium	243	*Its Use is Essential*	244

Page

The British Isles as a Market for Motor Cars and Motoring Needs 245

Selling in Nearly 2,000,000 British Households 247

	Page		Page
A Gigantic Market	247	*Tribute of the Wireless Industry*	249
Confidence to Buy	248	*Reaching the Wealthier Families*	249
Creating Demand for Home Needs	248	*The Most Economical Medium*	250

The British Isles as a Market for Household Commodities 251

	Page		Page
Consumption of Domestic Commodities in the British Isles	251	*The Average Family Food Bill*	252

The British Isles as a Market for Household Equipment 253

Some Consumption Figures of Household Equipment 256

The Vital Medium for Selling to Men 257

	Page		Page
The Teaching of Experience	257	*The Immensity of the Market*	259
With Means to Buy	258		

The British Isles as a Market for Men's Needs 259

Some Consumption Figures of Miscellaneous Articles 260

Appealing Irresistibly to Women 261

	Page		Page
The Power of Prestige	261	*Spending most in 'The Daily Mail'*	262
The Gigantic Demand	262		

The British Isles as a Market for Women's Needs 263

The British Isles as a Market for Children's Needs 263

Some Consumption Figures of Clothing and Other Products for Men, Women and Children 264

Constructional Equipment: A Field of Vast Possibilities 265

The British Isles as a Market for Building Materials, Industrial Equipment, Municipal Needs, etc. 266

Supplying the Needs of a Nation of Sport Lovers 267

	Page		Page
Scope for still more Enterprise	267	*The Greatest Hobbies Medium*	268
Some Consumption Figures of Sport and Hobby Equipment			268

The British Isles as a Market for Sports Equipment 269

MAPS AND DIAGRAMS

Page

Map Section showing County by County penetration of *The Daily Mail* 17

Population Comparisons: Inhabitants per square mile in leading Industrial Countries 26

Comparison of National Wealth in Europe showing the strength of the British Market 26

The Scale of British Thrift 34

Chart of Retail Traders showing the Number of Shops in Specified Trades 90

The Daily Mail **is the great national home newspaper of Great Britain and Ireland, and the most widely read daily journal in the world. Its home influence extends to nearly 2,000,000 households in every town and village.**

Readers of *The Daily Mail* are for the most part of the upper and middle classes; the spending classes. They have confidence to buy goods advertised in *The Daily Mail* as they know that only products of repute are permitted representation in its columns.

So enormous and far-reaching is the selling power of *The Daily Mail* in creating public demand and retail distribution throughout the entire British market that this one advertising medium can be used as a complete national advertising campaign.

THE GREATEST SELLING FORCE IN BRITAIN

THE progressive development of *The Daily Mail* stands out as one of the greatest achievements in the industrial history, not only of Britain, but also of the whole world. In daily journalism, one of the most severely competitive of all commercial undertakings, *The Daily Mail* has for many years maintained its supreme position as by far the most widely read daily newspaper in this or any other country.

This is a stupendous record, for every business executive who is engaged in highly specialised industry on a vast scale knows what forethought, planning, energy, initiative and organization are necessary to keep so far ahead of well-equipped competitors and always to be the leader in wider developments and new ideas.

Simply and solely on its unrivalled services to the British public as a whole, has *The Daily Mail* achieved and maintained its dominant position and won for the paper the loyalty of a record number of readers.

Leadership in Every Field

Since its inception in 1896, when the modernity of *The Daily Mail* amazed the world and set up an entirely new standard for others to follow, the history of the paper has been one long record of achievement, expansion and success. Not only has *The Daily Mail* kept pace with the times, but it has actually gone ahead by continually exploring fresh channels and never allowing a difficulty to stand in the path of progress.

The news-gathering organization behind *The Daily Mail*, both at home and abroad, aided by every known device to ensure transmission at almost incredible speed irrespective of time, place or distance, is the most complete and far-reaching of its kind in

existence. Such is its efficiency that much of the news published in *The Daily Mail* is exclusive to the paper, or appears in its columns in advance of any other journal.

The Daily Mail was the first newspaper in the land to equip its own aeroplane for news and picture gathering purposes. It led the way in the development of the transmission of pictures by telegraph. In other directions, too, *The Daily Mail* has been the pioneer newspaper in using new miracles of science in the best interests of its readers.

The brilliant financial pages of *The Daily Mail* make the paper the recognised authority on city matters. Its sporting pages, fed by the most distinguished sporting journalists of the day, have the close attention of a vast sporting public. For its features and contributions *The Daily Mail* has the services of the greatest authorities and writers of the day.

Nowadays, women as well as men regard *The Daily Mail* as the best informed source of information on a wide range of topics from news, sport and investments to home, family and fashions. Men have always been great readers of newspapers, but never, until a completely new field of specialised appeal was originated and developed by *The Daily Mail*, did women regard a newspaper as holding any personal interest to them.

First with Net Sales

But, as is recognised by the British business community, the service of *The Daily Mail* is not confined to the public alone. Quite apart from a fearless advocacy of every measure and movement likely to be of benefit to British commercial enterprise, *The Daily Mail* will ever stand out as the first newspaper in this country to declare its net paid sale by means of a chartered accountant's certificate, and to urge every other journal to adopt a similar policy of frankness to the advertiser.

Prior to this unprecedented development, since followed by practically every other newspaper and periodical in Great Britain, the general practice had been to issue " circulation " figures which included returns, vouchers and other free copies.

Nowadays, as the outcome of *The Daily Mail* net sales campaign, the space buyer is entitled to the guidance of an accredited, impartial statement as to the number of copies actually bought and paid for by the public. In other words, he is no longer left to guess the number of potential buyers covered by his publicity.

THE WORLD'S RECORD DAILY NET SALE

THE audited daily net sale of *The Daily Mail* is now, and has been for many years, hundreds of thousands of copies ahead of the sale declared for any other daily newspaper that has ever been published. Time and time again, this world's record figure has been set still higher as the outcome of the unceasing effort behind this greatest of all daily newspapers.

At the close of the Great War the certified daily net sale of *The Daily Mail*, for the month ending December 31st, 1918, was 997,392. To all intents and purposes, this figure, then looked upon as a truly amazing achievement, has since been doubled. Some of the successive stages of development are shown in the following figures which represent the average daily net sale of *The Daily Mail* for the last five years. They provide a striking and significant comparison.

1925	**1,742,772**
1926	**1,740,365**
1927	**1,802,255**
1928	**1,933,293**
1929	**1,945,635**

Such figures are unparalleled in the history of daily journalism. It must be remembered too, that they represent individual copies bought and paid for each day, for the most part by householders. In other words, even these gigantic totals would have to be multiplied several times over to give an estimate as to the actual number of *Daily Mail* readers.

Another point, and one which is vital from an advertiser's point of view, is that this vast total of nearly 2,000,000 homes covered means also a penetration to every corner of the British market.

The Nation's Newspaper

The Daily Mail is, and always will be, a national newspaper in the broadest sense of the word, national in outlook, national in character and national in news. Pursuing a virile and independent policy and representing modern journalism in its sincerest and most serviceable form, it is read with equal interest and appreciation throughout England, Scotland, Ireland and Wales.

Furthermore, the sale of *The Daily Mail* is not confined to the densely populated areas. The paper has its readers in the villages and still remoter parts, thus covering the entire countryside. The following percentages of penetration serve to emphasise this particular point. In London and the four surrounding counties, the most populous area in the world, *The Daily Mail* is read by 1 in every 3·6 families. Then in the counties of Cumberland and Westmorland, with no large towns and more scattered homesteads, the percentages are 1 in every 4 and 1 in every 3 respectively.

Record National Penetration

A detailed county by county analysis of the enormous daily net sale of *The Daily Mail* covering the entire country will be found in the Map Section (pages 17 to 23) and the intense penetration of the paper to all parts of Britain can thus be summarised :—

In England and Wales, 'The Daily Mail' covers 1 in every 4·49 families.

In Scotland and Ireland the percentage is 1 in every 12·3.

No other daily newspaper in the country has so immense and intense a penetration into the nation's homes, while throughout the world *The Daily Mail* has no counterpart as a means of covering a national

market. Actually, for six days each week *The Daily Mail* is on the breakfast tables of a huge proportion of the entire population of the land. This fact speaks volumes not only for the standing of *The Daily Mail* in public opinion, but for the amazing daily delivery system, from the printing centres to every town and village, which is as far-reaching as that of the postal services.

Covering the Better Class Homes

To the advertiser, this great and record coverage of a considerable section of Britain's purchasing public is in itself of unique importance. But how very much more vital it becomes when it is considered that the gigantic daily net sale of *The Daily Mail* embraces for the most part the better class homes of Britain.

On this point there is ample evidence. One instance is that of the last published, independent analysis of newspaper sales by means of house to house calls in representative areas of Britain. In the County of London alone, 48·7% of the middle class families interviewed were reading *The Daily Mail* as compared with 25·4%, the percentage returned for the second morning daily.

Then it has been proved time and time again, by advertisers themselves as well as by independent observation and test, that *The Daily Mail* has a nation-wide sale among the more well-to-do classes not covered by this particular investigation, including the wealthiest homes in the land.

An example is the result of the impartial questionnaire, published in a well-known monthly magazine with an exclusive, if limited, circulation. An overwhelming percentage of reader preference for *The Daily Mail* was disclosed among the country houses and better class town residences thus covered.

It is recognised too, that *The Daily Mail* is the most widely read daily newspaper among business executives and the professional classes; men and women of responsibility, who form these two most important sections of the community. Furthermore, *The Daily Mail* has an extensive sale in the clubs of the towns and countryside.

Another very significant point is that the percentages of *Daily Mail* penetration shown for the various counties are closely proportional to their comparative degrees of prosperity. In other words, it is noticeable that for the most part the higher figures are returned for those areas in which spending capacity is relatively higher. This alone is sufficient to show that the pull of *The Daily Mail* is greatest where there is most money to spend.

Gigantic Purchasing Power

Even these few selected instances provide ample confirmation of the fact that broadly speaking the record daily net sale of *The Daily Mail* also represents to advertisers a record number of prospective customers of the most responsive type. In the middle and upper class households thus covered, the standard of home comfort is relatively higher, money is spent more freely, and the range of purchases includes not only necessities but every other product for which the need is felt.

Consider then the gigantic purchasing power of this vast number of families of more than average buying capacity ; nearly 2,000,000 households distributed through the entire country, each of several persons, each with its host of daily and periodical needs. Collectively, the sum spent on branded foodstuffs alone must reach a gigantic figure without considering every other requirement for the larder, general household usage, furniture, clothing, labour-saving devices, gramophones, wireless and an endless number of other wants of the better type home.

Confidence in Advertised Goods

Furthermore, as the outcome of many years of strict censorship of advertisements, this vast nation-wide audience of shoppers has complete confidence in buying goods advertised in *The Daily Mail.* The public knows that no exaggerated claims are permitted in the paper and that only reputable products of genuinely fair value are allowed representation in its columns. Incidentally, the work of *The Daily Mail* Guaranteed Advertisement Department, carried out without fear or favour, involves no small loss of revenue to the

paper through the rejection of undesirable advertising. From all points of view, therefore, there is fullest justification for the belief so freely and confidently expressed in business and advertising circles that the major portion of the nation's gigantic expenditure on every type of product and service can be influenced to the advantage of those firms who make adequate and consistent use of the advertisement columns of *The Daily Mail.*

The Greatest Trade Organ

Such is the extent of public demand thus created, that for all goods sold through retailers, *The Daily Mail* stands out also as far and away the most important factor in securing the co-operation of the shopkeeper and building up nation-wide distribution at the same time as nation-wide sales. A later section of this book deals more fully with this all-important phase of marketing, providing yet another reason why *The Daily Mail* is looked upon not only as the supreme British national newspaper, but as the supreme national medium for developing internal trade in this country.

The Daily Mail has the unique distinction of heading the list of media to be used in every important national publicity campaign in the British market. More so than ever to-day, the use of *The Daily Mail* is a recognised essential in the planning of a national advertising campaign which only becomes *truly* national by reason of its inclusion. In fact, it can be said that no experienced Sales Director would have confidence in a scheme unless the use of *The Daily Mail* figured prominently in the advertising plans.

For prestige, progress and profit, leading organizations in every section of industry now using publicity as the means of developing business on a nation-wide scale, spend the most part, and in certain instances *all* of their press advertising allocation in *The Daily Mail.* By this means product after product has been firmly established in public favour and become a household word.

Supreme for Every Purpose

For selling goods through retail channels or for mail order trading ; for selling to men and for selling to women, *The Daily Mail* stands

in an unassailable position as the most powerful, far-reaching and economical advertising medium extant. This is not merely an off-hand claim, but a basic fact accepted as being beyond question by the advertising and trading community; a fact upon which entire sales policies are based.

With implicit confidence in the paper, built up on results alone, the leading national advertisers, including the chief industrial and commercial undertakings in the land, use *The Daily Mail* year in, year out, as the means of gaining and consolidating a national market for their products.

To avoid any hindrance in selling plans, the famous front page of *The Daily Mail*, looked upon as the finest and most intensely effective selling and marketing space in British advertising, is booked up many months ahead of requirements. Here it is particularly significant to note that up to the end of April, 1930, over 90% of those advertisers who occupied front page positions in 1929 had again reserved them for 1930. Dominant inside pages and other important positions are also reserved well ahead in view of the big and insistent demand for space in *The Daily Mail*.

Not that a small expenditure in *The Daily Mail* is any less economical than a large one. As an instance, week after week smaller traders occupy their spaces in *The Daily Mail Postal Bargain Corner* to such effect that truly astonishing results have often been reported.

And for All Products

Products most widely advertised in *The Daily Mail* range in cost from hundreds of pounds to a few pence, for it has been established beyond all doubt that for all goods and all services, costly or inexpensive, *The Daily Mail* is the medium to reach the greatest number of responsive buyers.

Through *The Daily Mail* the great London stores are able to do business in every town and village. For financial publicity too, *The Daily Mail* is the acknowledged chief national medium and is used as such by the leading financial houses and great public companies for their prospectuses and meeting reports, as the means of reaching

a considerably greater number of investors than could possibly be covered through any other journal; this, quite apart from the question of prestige.

The Standard of Comparison

Remarkable instances of results obtained by large and small scale advertisers in *The Daily Mail* are being published continuously. In this book, therefore, it is not the intention to quote instance after instance of individual experience of the enormous and unique selling power of the paper.

Here, it is sufficient to say that *The Daily Mail* is known to every experienced national advertiser as the greatest result-producing medium available in the country. So immense and far-reaching is the selling effectiveness of publicity in its columns that where other media are used they are judged in comparison with the business produced through *The Daily Mail* with due allowance made for their smaller circulations.

Invariably, the conclusive test of keyed results, proves by an appreciable margin, that per pound spent in its columns *The Daily Mail* shows a lower selling cost per unit of sales than any other publicity medium.

The Need for Concentration

With advertising nowadays directed by men of wide experience and developed along highly skilled and scientific lines, it has been definitely established that to secure the maximum return for press publicity expenditure a concentration of advertising effort is an absolute essential. Larger spaces in selected media have been shown to be far more effective than smaller spaces in a greater number of newspapers.

This applies more forcibly where smaller appropriations are involved and the sum to be expended is insufficient to justify the use of more than one publication. In such instances publicity experts have no hesitation in advising the exclusive use of *The Daily Mail*.

To those manufacturers who have yet to experience the enormous and consistent selling power of *The Daily Mail* it takes courage

to adopt a sales plan based on one newspaper alone. But when the supreme national status of *The Daily Mail* is taken into consideration, its pre-eminence as a result-producing medium, and its dominance throughout the entire British market, there is no doubting the soundness of the policy.

100% in 'The Daily Mail'

Here is a medium which goes everywhere and is read everywhere, by men and by women. Its extraordinary home influence extends to nearly 2,000,000 of the better class households of the land. Publicity in its columns has a direct effect on the purchasing habits of several times that number of persons. It has established a complete confidence in advertised goods. It creates and maintains national distribution at the same time as national demand.

Because of this unchallenged supremacy as a nation's buying guide the number of firms concentrating more and more of their press advertising expenditure in *The Daily Mail*, even to the extent of 100%, is steadily increasing. This fact in itself is of greatest significance as this present day trend of publicity can only be the outcome of results obtained.

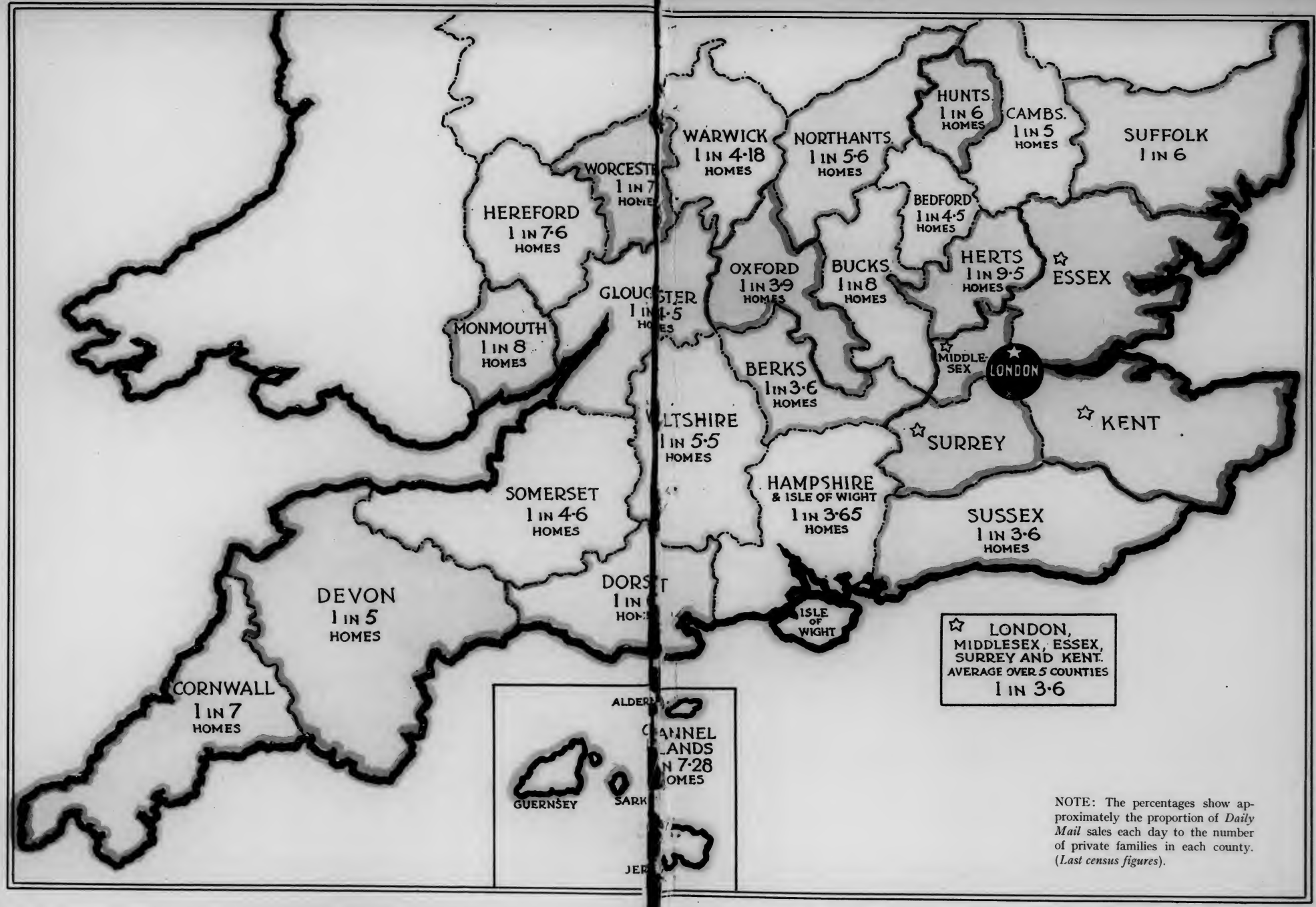
Manufacturers now adopting a similar policy, do so in the knowledge that they have behind them a considerable weight of advertising opinion in this country as expressed by entire industries, individual concerns and the chief publicity organizations. Actually, the written and spoken testimony to the supreme selling efficiency of the paper represents a never ending tribute to *The Daily Mail*, not only as the greatest of all sales aids, but as the one British daily newspaper able to stand alone as a complete all-embracing, national advertising campaign.

HOW 'THE DAILY MAIL' COVERS THE KINGDOM

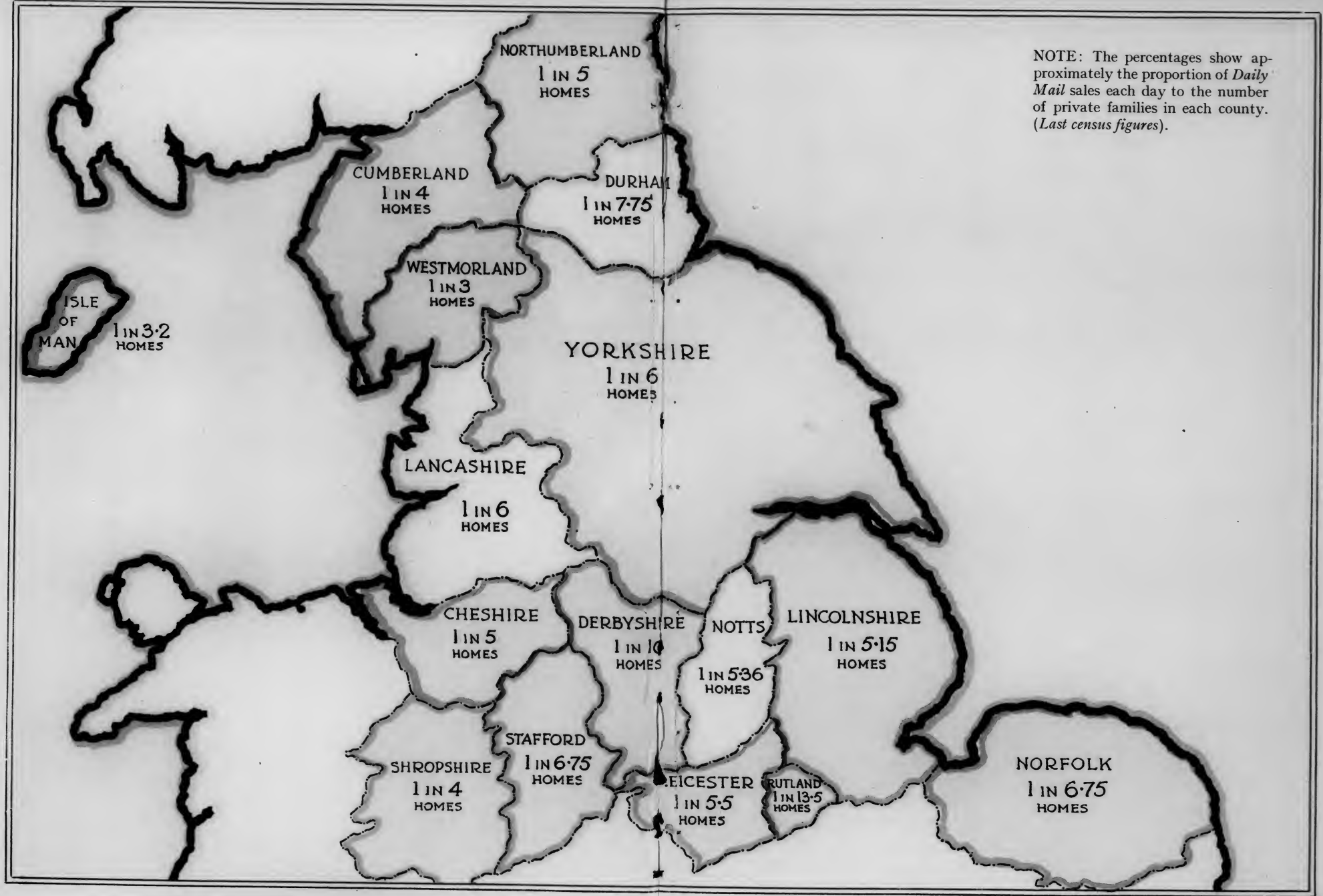
THE county by county analysis of the world's record daily net sale of *The Daily Mail* shows how completely this one newspaper covers the British market. Actually, in England and Wales 1 in every 4·49 families reads *The Daily Mail*, while in Scotland and Ireland the percentage is 1 in every 12·3.

County	*Daily Mail* Sale
London, Middlesex, Essex, Surrey, Kent	619,001
Bedfordshire	11,032
Berkshire	18,842
Brecknock	1,007
Buckinghamshire	7,232
Cambridgeshire	10,005
Cardiganshire	1,405
Carmarthenshire	3,343
Carnarvonshire	4,699
Cheshire	47,122
Cornwall	11,504
Cumberland	15,260
Denbighshire	6,266
Derbyshire	15,986
Devonshire	33,923
Dorsetshire	8,718
Durham	40,372
Flint	3,225
Glamorgan	29,842
Gloucestershire	40,441
Hampshire and Isle of Wight	62,315
Herefordshire	3,527
Hertfordshire	7,794
Huntingdon	2,337
Lancashire	185,249
Leicestershire	20,935
Lincolnshire	27,461
Merioneth	1,609
Monmouthshire	11,979
Montgomery	2,082
Norfolk	17,944
Northamptonshire	15,352
Northumberland	32,460
Nottinghamshire	27,852
Oxfordshire	11,833
Pembrokeshire	1,179
Radnor	1,060
Rutland	334
Shropshire	13,880
Somersetshire	24,502
Staffordshire	42,222
Suffolk	15,683
Sussex	44,185
Warwickshire	75,129
Westmorland	4,759
Wiltshire	12,812
Worcestershire	13,294
Yorkshire	161,376
Anglesey	1,891
Channel Islands	3,015
Isle of Man	4,720
Scotland	100,284
Ireland	65,356

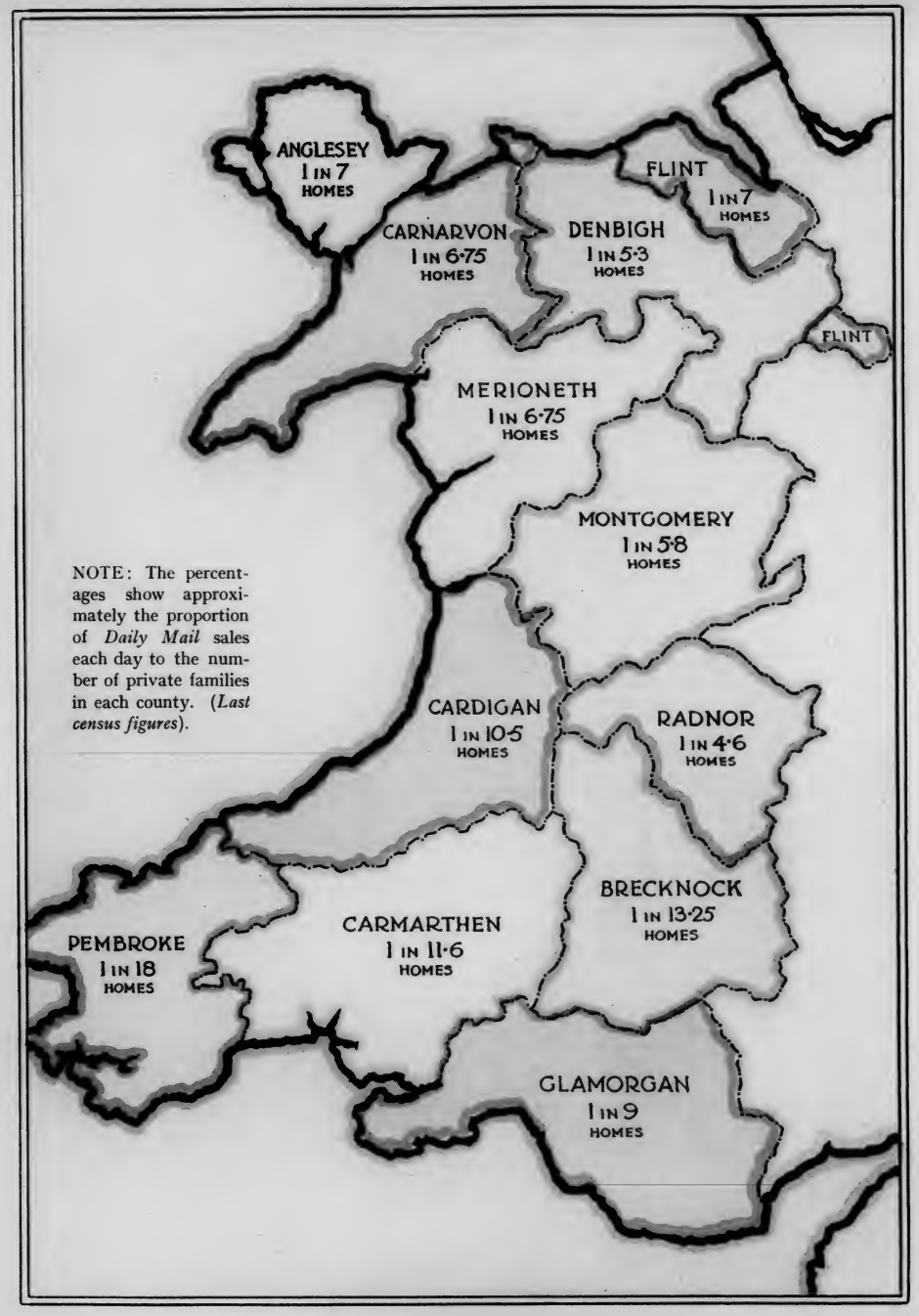
This intensive penetration of *The Daily Mail* into the homes of the nation is shown county by county on the maps in the following pages.



NOTE: The percentages show approximately the proportion of *Daily Mail* sales each day to the number of private families in each county. (*Last census figures*).



NOTE: The percentages show approximately the proportion of *Daily Mail* sales each day to the number of private families in each county. (*Last census figures*).



NOTE: The percentages show approximately the proportion of *Daily Mail* sales each day to the number of private families in each county. (*Last census figures*).

NOTE: The percentages show approximately the proportion of *Daily Mail* sales each day to the number of private families. (*Last census figures*).

As an authority on feminine topics—and as a shopping guide—*The Daily Mail* appeals irresistibly to women. Consulted daily in nearly 2,000,000 homes, its advertisement columns influence the buying habits of the bulk of the nation's better-class families.

Three days weekly—year in, year out—the leading stores use the famous *Daily Mail* front page to sell throughout the land. So great and consistent are the results obtained that insistent additional demands for space made necessary the regular Monday extension of "the nation's shop window" over to page 2.

With branded foodstuffs and home and family needs generally, so enormous is the selling influence of *The Daily Mail*, its use is a recognised essential in creating and maintaining national demand and distribution.

THE WORLD'S BEST MARKET

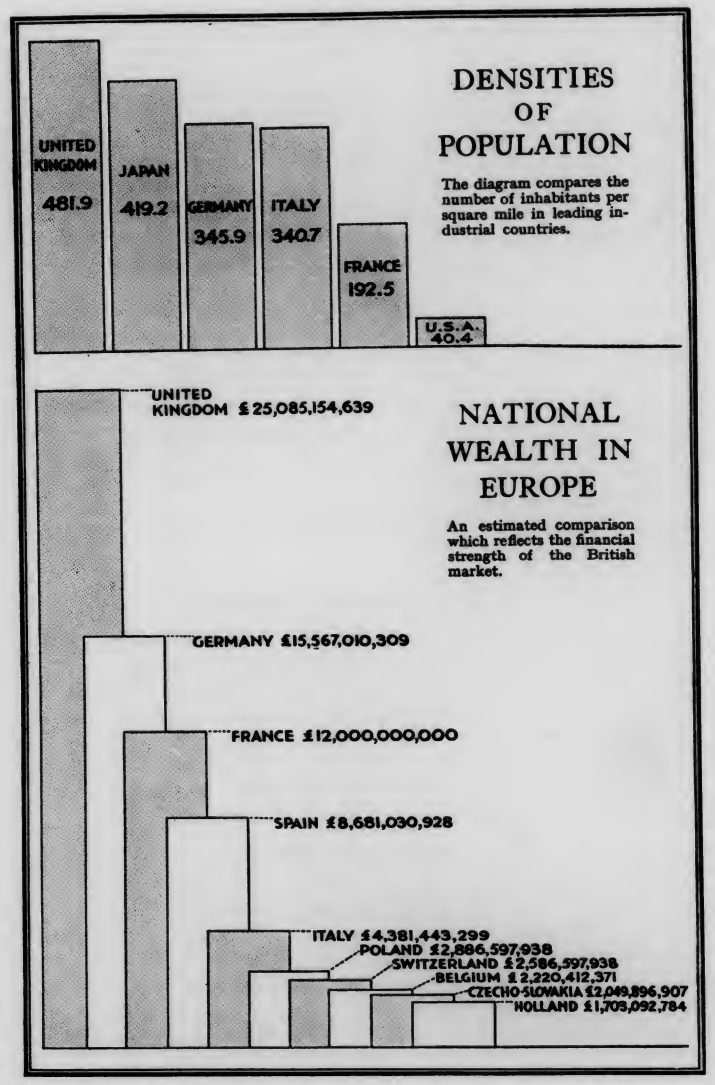
NOTWITHSTANDING all the developments that have taken place in newer countries during recent years, the British Isles are still unique among the markets of the world. There are countries in which the population is numerically larger, but in most of these the standard of living is very much lower, and in all of them the distributing centres are farther apart and less easily accessible, especially from the sea.

It is possible here and there to find territories more densely inhabited than the British Isles, but wherever this occurs the total size of the population is smaller and the standards of living definitely lower. In particular industries the British output may be surpassed by other centres of manufacture, but in no other territory of similar size is there such combined variety, quality and quantity of production.

Sound Financial Position

These facts are sometimes overlooked nowadays, because of the admittedly heavy incidence of unemployment following the World War. It has been the general policy in the United Kingdom and Ireland to meet the serious financial situation created by the War with a policy of deflation which, while involving immediate hardship in certain directions, has re-established the pound at par value, and has thus prevented the impoverishment of persons earning fixed salaries, or in receipt of other fixed incomes.

The purchasing power of this large section of the buying public has been immensely diminished in countries in which pre-war currency has disappeared, or has been stabilised at a low level. Inasmuch as the middle-class "fixed income" public absorbs an enormous quantity of manufactured goods, it would be an error to suppose that the existing depression in certain industries in the United Kingdom necessarily signifies reduction in the total purchasing power of the country. On the contrary, the market for numerous



manufactured products consumed mainly by middle or upper-middle class families is probably larger than it would be if industry had been stimulated by a currency policy similar to that followed in many other countries.

Quite apart, however, from considerations of this kind, the British market is one of enormous dimensions, and its capacity for absorbing new products is enhanced by the fact that its general standards of education and appreciation of material comfort are still among the highest in the world. Population is the basic factor in calculating the possibilities of any market. The following statistics show the continuous growth in the number of inhabitants of the British Isles as a whole :—

	No. of Persons	Percentage in England and Wales	Percentage in Scotland	Percentage in Ireland
Census of 1921	47,274,000	80·1	10·3	9·2
Estimate 1924	48,042,000	80·6	10·2	8·9
,, 1927	48,541,000	80·9	10·1	8·7
,, 1928	48,730,000	81·0	10·0	8·6

(The fractional percentage not shown comprises the 151,000 inhabitants of the Isle of Man and the Channel Islands).

Classified into families this population represents no fewer than 11,152,700 separate buying units, of which 753,700 have been grouped in class A ; 2,904,000 in class B ; and 7,495,000 in class C ; according to estimated purchasing power. Men in the British Isles number 16,485,150, women 18,598,700, and children 13,646,150. Catering for the educational needs of the last mentioned there are more than 40,000 schools of various types.

Here are figures, based on the 1928 estimates, showing the distribution of men, women and children in Great Britain and Ireland :—

	Distribution of Population			
Territory	Men	Women	Children	Total
England and Wales	13,326,250	15,214,190	10,941,560	39,482,000
Scotland	1,619,025	1,812,710	1,436,930	4,868,665
Northern Ireland	423,430	468,725	364,405	1,256,560
Irish Free State	1,065,145	1,038,970	867,875	2,971,990
Isle of Man	20,940	26,695	12,920	60,555
Channel Islands	30,360	37,410	22,460	90,230
Totals	16,485,150	18,598,700	13,646,150	48,730,000

The following table is the 1928 estimate of the number and distribution of private families, class by class:—

Territory	Distribution of Families			
	Class A	Class B	Class C	Total
England and Wales	636,820	2,555,325	5,921,910	9,114,055
Scotland	51,320	183,950	873,020	1,108,290
Northern Ireland	20,450	61,850	191,370	273,670
Irish Free State	37,735	93,050	492,215	623,000
Isle of Man	3,650	3,710	4,330	11,690
Channel Islands	3,725	6,115	12,155	21,995
Totals	753,700	2,994,000	7,495,000	11,152,700

The *per capita* annual income of the United Kingdom has been estimated at just over £82 13s. 1d. Applying this calculation to the population of the British Isles in 1928, we arrive at the stupendous sum of £4,027,331,800 as the national income during that year.

The Well-to-do

In this connection it is of interest to quote the total actual incomes of taxpayers in recent years for purposes of income tax, as reviewed by the Board of Inland Revenue for Great Britain and Northern Ireland only. Small incomes below the effective tax exemption limit are excluded, and the sources of the incomes tabulated are shown in groups:—

Actual Incomes of Taxpayers	1926-7	1927-8 (Official Estimates)
	£	£
From Ownership of Lands, Houses, etc.	238,702,860	245,000,000
,, Occupation of Lands	28,883,178	29,000,000
,, British, Indian, Colonial and Foreign Government Securities	135,647,489	136,000,000
,, Business Concerns, Professions, etc.	1,063,931,413	1,000,000,000
,, Salaries and Employments	869,876,734	910,000,000
Totals	2,337,041,674	2,320,000,000

Super-tax is payable by individuals receiving incomes in excess of £2,000 per annum. For a number of years past, the number of

super-tax payers has annually exceeded 90,000 and the incomes on which they have been assessed have aggregated more than £500,000,000 in each year.

About 4,650,000 persons receive incomes above the tax exemption limit.* A considerable number of these are weekly wage-earners, but for the most part the individual manual workers' earnings are excluded from the Income Tax figures. This is not to say that the *family income* of a working-class home generally falls below the tax limit. It frequently happens that there is more than one wage-earner in the family. Tax figures are based, however, either on *individual* earnings or the joint income of husband and wife.

(*In the case of earned income £162 per annum.)

The Working-Class Market

An idea of the extent of the working-class section of the market can be obtained from the numbers of individuals covered by the National Health and Unemployment Insurance schemes. These schemes apply to the bulk of the wage-earning population. Non-manual workers paid at a higher rate than £250 per annum and certain classes of civil and public servants at lower rates are excluded from the Health Insurance scheme. Agricultural and domestic workers are excluded from the Unemployment Insurance only. In the following table the numbers of persons covered by the two schemes in 1924 and in 1928 are given. It is to be noted that in the latter year all persons over sixty-four years of age were transferred from the Unemployment Insurance Scheme to the Old Age Pension, though many of them still remained in employment. This means that the increase in the number of persons engaged in industries covered by the Unemployment Scheme during the four-year period is actually greater than the figures in the table indicate.

No. of Persons insured in the United Kingdom		
	1924	1928
Health Insurance	15,931,400	16,740,100*
Unemployment Insurance	11,664,000	11,881,500

(*Includes 332,500 in respect of Northern Ireland. This was the figure in 1927, the latest available.)

The special interest of these figures is that they demonstrate that

the wage-earning population is still increasing despite the much talked-of unemployment.

Industrial Progress

In this connection it is worth while to call attention to a phenomenon emphasized by the Third Census of Production, of which summarized reports have recently become available. The status of work-people in industry at the latest Census, as compared with that of 1907, has definitely undergone a change. ***Proportionately, the administrative, technical and clerical staffs have grown much more rapidly than the operative staffs.*** In other words, those departments of business in which employment tends to be steadier and prospects of advancement brighter now absorb a greater proportion of the employees than was the case a few years ago. A change of this character must have an extremely favourable influence upon the market for goods of all kinds. The comparative figures for the industrial establishments included in the latest Census are as follows :—

	1907	Per Cent. of Whole	1924	Per Cent. of Whole
Operative Staffs—				
Nos. of Males	4,657,600	69·6	5,159,000	67·8
„ „ Females	1,556,800	23·3	1,698,800	22·3
Administrative, Technical and Clerical Staffs—				
Nos. of Males	406,400	6·1	587,000	7·7
„ „ Females	66,700	1·0	168,000	2·2
Totals	6,687,500	100·0	7,612,800	100·0

Although the Census affected less than half the gainfully occupied population, the general trend shown in the Census Report may fairly be taken as characteristic of industry as a whole.

One point is of special interest, *viz.*, that while the number of workers of eighteen years of age, or over, increased from 4,826,700 to 5,450,700, the number below that age decreased from 906,800 to 866,400. From this circumstance alone, and quite apart from any changes in the standard of living, it is fairly clear that the average wage per worker employed is rising.

Factories and workshops are both consumers and producers of marketable products. From their numbers we can form some idea of the size of the market for which they cater, and of the market which they themselves provide for the producer of raw materials and for the manufacturer of equipment, supplies and products that are useful in manufacturing establishments. In the subjoined table such establishments, together with separate warehouses, wharves, etc., in Great Britain are classified under various headings. It will be noted that there is a steady decrease in the number of "workshops," as contrasted with an increase in the larger power-equipped units known as "factories." This tendency towards concentration of industry in up-to-date establishments represents a positive industrial advance, although the total number of separate premises used for manufacturing purposes may be slightly less.

Nos. Registered in :—	1926	1927	1928
Textile Factories	7,676	7,616	7,485
Non-Textile Factories	137,735	139,885	142,047
Workshops	121,861	117,066	112,049
Docks, Wharves and Quays .... (not forming parts of Factories, etc.)	3,343	3,368	·3,244
Warehouses (do.)	4,841	4,822	4,903
Totals	275,456	272,757	269,728

The Great Banks

A very good index to the general volume of business transacted is given by the statistics showing the amounts cleared at the London Bankers' Clearing House and the Provincial Clearing Houses at Birmingham, Bradford, Bristol, Hull, Leeds, Leicester, Liverpool, Manchester, Newcastle-on-Tyne, Nottingham and Sheffield, Since 1921 the amounts annually cleared have been :—

Year	London	Provincial	Totals
1921	£34,930,000,000	£1,786,100,000	£36,716,100,000
1922	£37,161,000,000	£1,796,900,000	£38,957,900,000
1923	£36,628,000,000	£1,801,400,000	£38,429,400,000
1924	£39,533,000,000	£1,881,100,000	£41,414,100,000
1925	£40,437,000,000	£1,865,500,000	£42,302,500,000
1926	£39,825,000,000	£1,627,700,000	£41,452,700,000
1927	£41,551,000,000	£1,710,000,000	£43,261,000,000
1928	£44,205,000,000	£1,673,500,000	£45,878,500,000

Similarly impressive are the numbers and capital of companies operating in the United Kingdom in recent years.

Year 1924	Number 90,918	Capital £4,355,867,530
1925	95,055	£4,470,366,797
1926	97,588	£4,636,613,382
1927	101,931	£4,857,742,862
1928	105,729	£4,977,914,258

The numbers of new companies registered were as follows :—

Year 1925	Number 8,529	Capital £132,202,608
1926	8,288	£214,365,418
1927	8,850	£185,734,653
1928	9,573	£236,555,042

Retail Outlets

The foregoing figures relate very largely to manufacturing and wholesale trade, but there has also been great activity in retail trade. Proof of this is furnished by the numbers of new buildings erected for this purpose and becoming assessable to income tax in Great Britain year by year. Such new buildings do not become subject to assessment until the year ended 5th April following the year of erection.

Year of Erection (Oct. to Sept.)	New Residential Shops	New Lock-up Shops	New Hotels, Inns, etc.	Total
1921—1922	1,001	2,423	119	3,543
1922—1923	1,825	3,436	167	5,428
1923—1924	2,421	3,489	199	6,109
1924—1925	2,459	3,867	171	6,497
1925—1926	2,871	3,835	227	6,933
1926—1927	3,161	4,112	273	7,546
Total New Shops, etc., erected in 6 year period.	13,738	21,162	1,156	36,056

Other business buildings were erected in equally encouraging fashion. Here are the actual figures for buildings other than residences, shops, and hotels.

Year of Erection	Non-Residential Buildings (other than Shops, etc.) Erected*	Including Shops, etc. (shown above)
1921—1922	16,047	19,590
1922—1923	17,238	22,666
1923—1924	18,661	24,770
1924—1925	23,565	30,062
1925—1926	26,809	33,742
1926—1927	28,432	35,978
Totals for 6 year period.	130,752	166,808

* Includes some farmhouses.

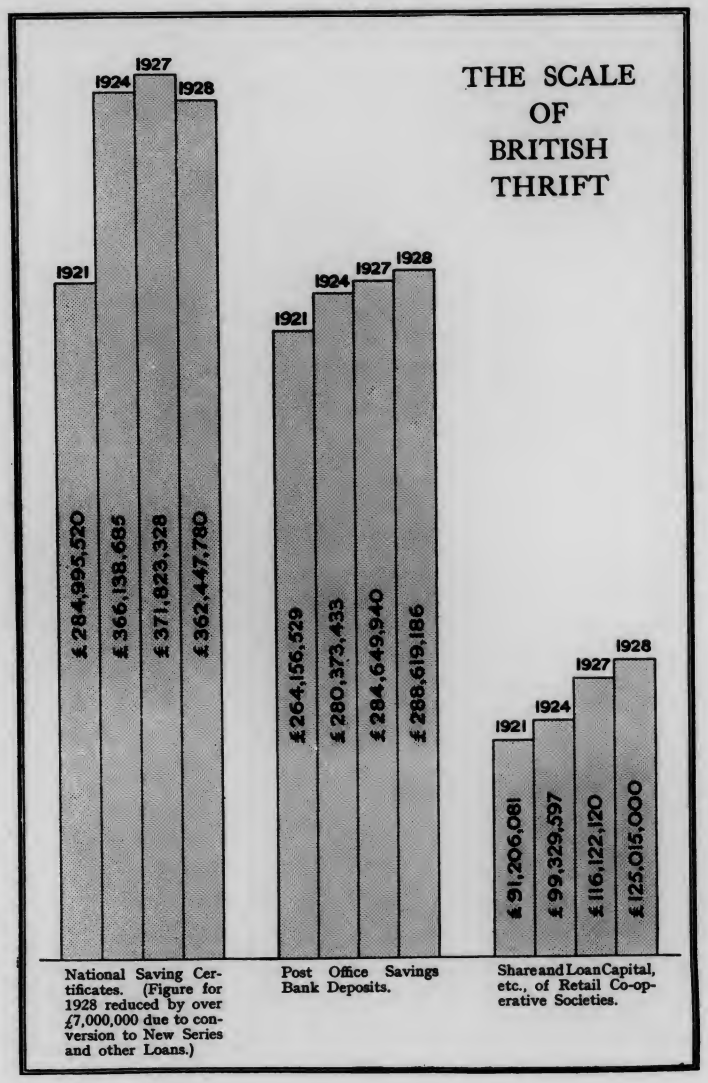
New Homes

Along with the steady expansion of building in the business world there is in progress in Great Britain a corresponding development of house construction. New dwellings (including flats) have been provided year by year to the extent shown in the table.

Year of Erection	No. of New Dwellings Constructed
1921—1922	132,723
1922—1923	88,243
1923—1924	105,890
1924—1925	157,997
1925—1926	200,928
1926—1927	254,904
Total New Houses erected in 6 year period	940,685

A Thrifty and a Saving Nation

It is one of the most remarkable facts in British life to-day that even during the difficult years since the war, ordinary men and women have increased their accumulated savings invested in Building and Provident Societies, National Savings Certificates, Trustee Savings Banks and similar institutions, by a sum far exceeding one hundred million pounds.



Very many of the new houses have been purchased through Building Societies, which have now considerably more than twice as many members as in pre-war days, although the number of separate societies has decreased by nearly one-third. The progress of the Building Society Movement throws a great deal of light upon the position of the small investor, and for that reason some comparative figures are given below.

Year	No. of Societies	No. of Members	Advanced on Mortgage during Year	Share Capital	Assets other than Balance due on Mortgage
1921	1,221	789,052	£19,673,408	£70,861,612	£19,762,151
1924	1,117	1,000,988	£40,584,606	£108,983,304	£25,144,779
1927	1,046	1,416,456	£55,886,903	£172,818,111	£25,597,932

There could be no more reliable evidence of the existence in Great Britain of a huge public of thrifty householders than this record of more than 1,400,000 persons able to accumulate over £172,800,000 of share capital and to build up assets, other than balances due on mortgage, to the value of nearly £25,598,000 in the process of providing themselves with homes of their own.

In case it may be supposed that the demand for houses has absorbed the bulk of the available surplus wealth of the small investor, a few additional figures bearing on this question will be of interest. Registered Industrial and Provident Societies of various kinds, Retail Co-operative Distributive Societies, Life Insurance Companies, the Post Office and Trustee Savings Banks, and the National Savings Committee all cater for this type of citizen, and all show an astonishing measure of activity in recent years, as the subjoined tables conclusively prove.

Industrial and Provident Societies.

Year	No. of Societies	No. of Members	Assets (including Investments by some Societies in others)
1921	5,717	5,516,165	£174,010,022
1924	5,801	5,684,194	£202,375,426
1927	5,891	6,623,950	£239,252,225

Retail Co-operative Societies.

Year	No. of Societies	No. of Members	Sales*	Share and Loan Capital, Reserves and Insurance Funds
			£	£
1921	1,489	4,531,577	220,968,127	91,206,081
1924	1,403	4,662,795	176,561,602	99,329,597
1927	1,351	5,532,223	198,882,494	116,122,120
1928	1,293	5,807,000	207,652,086	125,015,000

* The significance of the sales figures can only be appreciated when it is remembered that prices have been steadily falling during the period under review. The Cost of Living Mean Index Figure for 1921 was 226, for 1924 was 175, for 1927 was 167½, and for 1928 was 165½.

National Savings Certificates.

Year	Amount remaining Invested (excluding Interest) on 31st March
1921	£284,995,520
1924	£366,138,685
1927	£371,823,328
1928	£362,447,780*

* In this year £7,343,221 were converted into "New Series" Savings Certificates or other loans. The interest accrued on Certificates outstanding on this date amounted to about £121,000,000.

Premium Income within the United Kingdom of British Life Insurance Companies.

Year	Amount
	£
1921	44,093,049
1924	51,461,498
1927	63,907,441

Accounts in the Post Office and Trustee Savings Banks of the United Kingdom.

Year	No. of Active Accounts at end of Year	Amount received during Year	Due to Depositors at end of Year	Government Securities standing to Credit of Holders at end of Year
Post Office Savings Banks.*		£	£	£
1921	10,526,652	83,299,484	264,156,529	209,730,818
1924	10,670,810	81,056,398	280,373,433	197,514,063
1927	9,985,871	75,659,585	284,649,940	188,648,600
1928	10,000,000	77,800,000	288,619,186	191,463,500
Trustee Savings Banks				
1921	2,211,980	31,528,485	73,082,993	29,400,713
1924	2,282,109	34,146,073	82,284,550	30,895,531
1927	2,412,067	35,062,807	81,401,662	36,139,786

* The figures for Trustee Savings Banks include the whole of Ireland, whereas from 1st January, 1923, the Irish Free State Post Office commenced operations and deposits for the British Post Office Savings Bank were no longer accepted at Irish Free State Post Offices.

Consuming Power

The capacity of the British market to absorb commodities of all kinds may roughly be gauged from the facts:—

(1) That the gross value of the annual output of that part of British industry which came under review in the last Census of Production was no less than £3,853,100,000.

(2) That the exports of the produce and manufactures of the United Kingdom in 1928 amounted to £723,427,455, and

(3) That imports into the United Kingdom in 1928 reached the value of £1,196,940,354.

Here are some *quantity* figures of imports of a few selected foodstuffs over a three-year period.

Commodities	Quantities imported in:— 1926	1927	1928
	Cwts.	Cwts.	Cwts.
Wheat	96,256,030	110,435,815	103,578,380
Wheat Meal and Flour	10,661,076	10,960,907	8,926,941
Beef	14,429,244	14,464,452	13,334,194
Mutton and Lamb	5,495,022	5,632,047	5,737,207
Pork (Fresh and Frozen)	912,113	504,572	634,310
Bacon	7,471,278	8,481,968	8,837,634
Hams	1,195,189	888,728	950,339
Poultry (Killed)	410,589	505,724	490,213
Butter	5,818,840	5,818,611	6,120,823
Cheese	3,014,055	2,949,082	3,006,352
	Number	Number	Number
Eggs	2,655,047,400	2,920,842,000	3,176,089,200
	Cwts.	Cwts.	Cwts.
Fish (Fresh or Frozen)	3,361,800	3,181,324	3,417,820
Fish (Cured or Salted)	452,725	631,934	756,200
Fish (Canned)	990,833	1,027,645	1,270,173
Margarine	1,333,454	1,185,225	1,102,788
Apples	8,284,160	6,161,267	6,091,465
Oranges	7,973,275	7,898,374	7,774,702
Lemons and Limes	1,316,277	1,243,747	1,128,199
	Bunches	Bunches	Bunches
Bananas	13,546,084	12,696,115	12,966,024
	Cwts.	Cwts.	Cwts.
Raw Vegetables	6,776,232	5,831,557	9,521,789
*Sugar	32,566,577	30,819,986	35,914,163
	Lbs.	Lbs.	Lbs.
*Tea	408,836,620	416,152,258	423,728,291

* Quantities entered for home consumption.

Quite apart from imports, the home production of some of the commodities listed was very large indeed, as may be seen from the following statistics.

Description	1926	1927	1928
Fish of British taking landed in the United Kingdom	Cwts. 18,964,960	Cwts. 20,005,940	Cwts. 20,051,921
Wheat Crop in Great Britain and Ireland	27,940,000	30,640,000	27,300,000
Potato Crop in do.	133,260,000	147,080,000	158,900,000

Localised Wealth and Amenities

The receipts and expenditures from local rates by the County, Borough and District Councils of England and Wales are of the first importance in estimating the general social conditions of the country. Rates are levied upon occupiers of property to meet current expenses in respect of local services, many of which subsequently prove to be actually remunerative. In any case they represent a charge upon current income.

At the commencement of the year 1928-9, the gross estimated rental of properties upon which rates are payable amounted to £358,644,333. For previous years particulars are available showing gross rentals, amounts actually received from rates, and the exact purposes for which the local revenues were expended. The figures are instructive as showing the extent to which wealth is available for the maintenance and improvement of local services and amenities, and also as evidence of the character and interests of the buying public, which is roughly identical with the rate-paying public.

Year	Gross Estimated Rental	Rateable Value	Receipts from Rates
1921—1922	£321,904,985	£246,683,748	£170,871,876
1922—1923	£330,176,410	£252,048,895	£157,273,530
1923—1924	£341,838,678	£255,931,120	£143,275,459
1924—1925	£351,422,852	£261,440,585	£141,977,060
1925—1926	£360,257,031	£266,367,196	£148,598,108
1926—1927	£378,284,347	£278,382,818	£159,500,000*

(* Includes provision for exceptional expenditures consequent upon the Coal Dispute.)

A noticeable feature of the table is the general tendency of rates to fall, while gross estimated rental and rateable value steadily increases. This is shown by the reduction in receipts from rates between 1921 *and* 1927, *while the property on which the rates are levied has appreciated in value. It means the liberation of more money for the satisfaction of personal needs, as distinct from the types of commodities absorbed in public services.*

An analysis of the expenditures of local authorities on current account, apart from loan charges and repayments, is also illuminating, for the direction of this expenditure is an index to public interest. For example, where the pressure of local opinion has resulted in the provision of new schools, more open spaces for the children to play in, and maternity and child welfare clinics, it is perfectly safe to say that there will be a lively interest among the parents of the locality in all products having a bearing upon the health and comfort of the rising generation.

Only a selection of items of general interest is given; and it should be borne in mind that these include expenditure out of current Exchequer grants in respect to some of the services. These grants in the aggregate amount to considerably less than half the sums raised locally out of rates.

Nature of Service	Amount of Expenditure (other than loan charges) in :— 1924-5	1925-6	1926-7
	£	£	£
Education	70,038,000	71,603,274	72,120,384
Libraries and Museums	1,514,592	1,637,835	1,696,040
Hospitals, Dispensaries, etc.	5,952,951	6,139,634	6,435,603
Maternity and Child Welfare	1,672,914	1,807,555	2,135,160
Baths and Wash-houses, etc.	1,418,107	1,445,859	1,479,116
Parks and Open Spaces	3,338,104	3,442,339	3,436,021
Housing Schemes, etc.	4,695,323	4,332,717	5,722,931
Poor Relief	30,551,412	33,789,853	42,823,167
Highways and Bridges	40,202,529	42,011,738	42,122,250
Public Markets	1,178,470	1,144,988	1,203,600
Waterworks	8,154,558	8,434,710	8,916,784
Gasworks	14,690,088	14,277,586	18,751,987
Electricity Undertakings	12,541,411	13,126,036	17,297,267
Tramways, Omnibuses, etc.	19,345,094	20,253,839	20,534,385
Harbours, Docks, Quays, etc.	9,956,626	9,838,287	9,393,776

In a society which can find such enormous sums year by year for services such as those listed, it is clear that there must be tremendous industrial and commercial activity. Some of the services, like Highways, Markets, Gas and Electricity Undertakings, have a direct relation to, and effect upon, trade. Others, like Poor Relief, have the effect of increasing the demand for essential foodstuffs, etc., among the less fortunate sections of society. The educational activities of the Maternity and Child Welfare Centres have a very definite influence upon the buying habits of the mothers and housewives using these institutions.

Rail and Road Transport

Records of railways, road traffic, aircraft and shipping all testify to the importance and activity of the British Market. Taking first the railway figures for Great Britain we find the volume of traffic, both passenger and freight, is maintained at a very high level, despite the great expansion of road-borne trade.

Some Railway Statistics, 1923—1928.

Year	Length of Road open for Traffic	Engine Mileage Run	Passengers (Ordinary and Workmen's Tickets)	Freight Carried
	Miles		Numbers	Tons
1923	20,314	579,676,000	1,235,566,000	343,267,000
1924	20,329	587,677,000	1,236,210,000	335,497,000
1925	20,391	589,901,000	1,232,581,000	315,951,000
1926*	20,396	501,744,000	1,068,984,000	215,597,000
1927	20,400	602,940,000	1,174,739,000	325,461,000
1928	20,387	596,900,000	1,195,073,000	306,787,000

The total receipts from railway working during the years have been as follows :—

	£		£
1923	205,814,233	1926*	171,852,239
1924	203,416,985	1927	200,848,821
1925	199,652,875	1928	194,000,000

* The year of the Coal Dispute and the General Strike.

On the other hand, the increase in road mileage in Great Britain has been steady and marked. For very many years the number and quality of British roads have been on the average exceedingly high, but it is very noticeable that along with the growth in mileage, there has been a marked increase in the proportion of Class I and Class II roads, which are capable of bearing very heavy and continuous traffic, as compared with ordinary district roads. The official classifications during recent years are set forth below.

Year	Mileage of Class I Roads	Class II Roads	Other Roads	All Roads
1923—1924	23,230	14,740	139,352	177,322
1924—1925	24,048	14,638	138,996	177,682
1925—1926	24,328	14,930	138,947	178,205
1926—1927	24,552	15,625	138,185	178,362
1927—1928	25,112	15,683	137,942	178,737

Licences in respect of motor vehicles have been steadily rising, as also the revenue derived therefrom. The latter point is important as showing that this trade has prospered in spite of the imposition of heavy taxation. The detailed figures are :—

Year	No. of Licences current at 31st August	Revenue from Licences
		£
1923	1,131,565	13,313,334
1924	1,326,348	15,364,407
1925	1,537,340	17,233,238
1926	1,718,291	19,032,682
1927	1,888,726	23,456,378
1928	2,026,943	25,456,377

Air Travel and Shipping

Air flights between the United Kingdom and foreign countries have shown a striking development in recent years, the numbers of passengers carried growing greater year by year. In 1923 the number was 15,136 ; in 1927 it had risen to 28,764, and in 1928 to 43,179.

The tonnage figures of the vessels required to handle the foreign and coasting trades speak for themselves. Vessels entered and cleared at ports of the United Kingdom had net tonnage as shown :—

Tonnage of Vessels

Year	In Foreign Trade Entered	In Foreign Trade Cleared	In Coasting Trade Arrived	In Coasting Trade Departed
1924	87,056,576	88,779,869	47,206,419	47,250,180
1925	84,017,781	85,290,109	47,216,934	47,115,091
1926*	82,278,323	82,607,817	34,050,267	34,084,433
1927	90,442,312	91,296,980	50,666,537	50,339,357
1928	91,015,000	92,263,000	51,861,000	51,662,000

* The year of the Coal Dispute and the General Strike.

Mails, Telegrams and Telephones

A few particulars regarding the numbers of letters, postcards, and parcels delivered annually, numbers of telegrams and telephone calls will give some idea of the internal activity of the United Kingdom.

Year	No. of Letters, Postcards, etc., delivered	No. of Postal Parcels delivered	No. of Telegrams sent	No. of Telephone Calls
1925—1926	6,060,000,000	143,800,000	77,250,000	1,105,922,000
1926—1927	5,800,000,000	140,000,000	75,155,000	1,196,749,000
1927—1928	6,200,000,000	151,500,000	74,210,000	1,276,426,000

Further details concerning the numbers and types of retail outlet, industrial occupations and incomes of the people, their special needs and buying capacities will be found in the separate analyses which are given on later pages, dealing with the entire territory in more or less homogeneous sections.

The purpose of this general survey is to convey a broad impression of the size, accessibility, activity, actual and potential requirements, of the enormous British market. From many of the statistics quoted above, the Irish Free State, with its population of nearly 3,000,000, mainly engaged in agricultural production, is excluded

because the Free State is under a separate government, and its official statistics not strictly comparable with those of Great Britain. This means that our quotations in every case tend to fall short of the actual facts. To recapitulate, the British Isles contain a population of 48,725,000 persons, whose *average* individual income is estimated at over £82 10s., who are served by not less than three quarters of a million retail shops, whose productivity in industry per head is steadily increasing, and who were able in the year 1928 alone to finance new capital issues amounting to £362,519,163.

A National Trade Influence

It is fitting that the world's best market should be served by a newspaper that represents the greatest achievement in daily journalism that has ever been known. *The Daily Mail* has the world's record daily net sale—built up over years of unrivalled service to the British public. The printing centres of London and Manchester, with an amazing delivery system, make it possible to place a complete survey of the world's last minute news on nearly 2,000,000 breakfast tables. Every town and village of England, Scotland, Ireland and Wales, has its readers of "the nation's newspaper."

It is also an established fact that quite apart from the immensity and density of the daily net sale of *The Daily Mail*, it covers the bulk of Britain's better class families. Furthermore, through a rigorous censorship of advertisements and the exclusion of any product of doubtful quality, value or repute, *The Daily Mail* has built up public confidence to buy, unhesitatingly, goods advertised in its columns. For these reasons the dominance and pulling power of *The Daily Mail* as the supreme national publicity medium has become the all-important factor in the development of internal British trade.

The annals of advertising contain countless examples of the outstanding success of advertisement campaigns in the columns of *The Daily Mail*. They contain, too, many instances of great firms whose growth, prosperity and goodwill were built up mainly by propaganda through this dominant national newspaper.

But great builder of individual businesses that it is, publicity in *The Daily Mail* is also a vital factor in the development of ***complete industries***. Co-operative advertising has brought a new force into modern industry. But such a force could never have become so great and so effective as it is to-day had it not been able to operate through channels so influential and essentially alive as the columns of *The Daily Mail*. That *The Daily Mail* has been foremost in giving effectiveness to the idea of co-operative advertising is proved by the fact that the bulk of co-operative advertisers base their campaigns mainly on *The Daily Mail*. In brief, some substantiation of co-operative publicity successes may be gathered from the following facts:

In the year which included a seven-months' campaign of "Eat more Fish," largely placed in *The Daily Mail*, the British Trawlers Owners' Federation increased their revenue by well over £1,000,000, as compared with the previous year.

The "Eat more Bread" campaign conducted for four months in 1929 by the Millers' Mutual Association resulted in the year's milling of wheat by British millers being increased by 8,192,000 cwts. over the previous year.

The "Buy British Cars" campaign tells its own tale with the enormous increase of British cars on the road and the dwindling imports of cars from abroad.

These and other outstanding campaigns, addressed to the nation through *The Daily Mail*, stand as monumental proof of the enormous power and influence of this great organ upon Britain's trade as a whole.

CLASSIFIED POPULATION AND FAMILIES IN ENGLAND AND WALES

1928

THE figures here given are not mere quotations from Census or other official Reports. Necessarily the basic factors have been obtained from such Reports, but the estimates of the numbers of men, women, children and families in each county and large town have been calculated in the light of fluctuations in population as recorded from time to time in official estimates.

In calculating the number of families of each of the three types, "A," "B," and "C," a number of considerations have had to be taken into account. The purpose of the classification is described at the head of the table, but the task of classifying has been by no means a simple matter. Size of house occupied, for example, while providing very useful evidence of social and financial status, varies in significance from locality to locality. In some parts of London small, but expensive, flats form a very considerable proportion of the total dwellings. In a north-country manufacturing town such buildings are negligible, or entirely absent. The style of house occupied by working-class families varies widely in different sections of the country; and it would be quite misleading to use exactly the same yardstick in a roomy old west-country city and in a relatively modern north-country manufacturing town.

In mining areas, where standards of living have recently undergone serious change, it would be ridiculous to base estimates of present buying power upon the sizes of homes acquired in the days of mining prosperity.

Some towns, on the other hand, tend to be overcrowded because employment is good, and new building has failed to keep pace with the influx of new workers.

These are simply examples of the numerous factors that have had to be kept constantly in mind when classifying the families of the various towns. It is not asserted that all these differences can be statistically presented with minute accuracy, but it is definitely claimed that the classification will provide both manufacturer and distributor with a more helpful general view of the relative purchasing power of the different counties and large towns than can be obtained from any other statistics of the kind that have yet been prepared in this country.

FAMILIES are classified below in three groups. Increases since the Census of 1921 are allowed for, and the classification is based primarily on the number of rooms occupied per family; but this factor has been modified from locality to locality according to the general characteristics of the neighbourhood and the predominant types of dwellings there.

Class A families are those considered likely to afford a considerable range of luxuries and to be responsive to the appeal of quality.

Class B may be expected to buy with discrimination, but their means strictly limit their range of luxuries.

Class C are those in poorer circumstances, to whom the price factor is of supreme importance and whose range of purchases is comparatively narrow.

ENGLAND

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Bedfordshire	Men 73,400 Women 84,630 Children 55,740	213,770	Class A 4,355 Class B 17,800 Class C 29,760	51,915	4,000
Bedford	Men 13,560 Women 18,250 Children 9,970	41,780	Class A 1,520 Class B 2,120 Class C 6,255	9,895	1,170
Luton	Men 20,060 Women 23,960 Children 16,210	60,230	Class A 495 Class B 2,540 Class C 11,275	14,310	1,650
Berkshire	Men 107,800 Women 123,800 Children 81,900	313,500	Class A 7,590 Class B 26,615 Class C 38,635	72,840	8,350
Reading	Men 32,360 Women 39,000 Children 25,830	97,190	Class A 1,685 Class B 5,030 Class C 16,700	23,415	2,400
Buckingham-shire	Men 91,050 Women 100,460 Children 66,400	257,910	Class A 6,200 Class B 23,370 Class C 31,910	61,480	7,500

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
High Wycombe	Men 8,710 Women 9,710 Children 6,940	25,360	Class A 280 Class B 2,720 Class C 2,840	5,840	675
Cambridgeshire					
Cambridge (County)	Men 47,280 Women 53,335 Children 32,895	133,510	Class A 3,710 Class B 11,550 Class C 18,610	33,870	2,500
Isle of Ely (County)	Men 27,195 Women 28,415 Children 22,170	77,780	Class A 1,810 Class B 6,330 Class C 10,250	18,390	1,150
Cambridge	Men 20,900 Women 25,960 Children 14,000	60,860	Class A 1,800 Class B 7,500 Class C 5,850	15,150	2,150
Cheshire	Men 370,070 Women 431,510 Children 290,430	1,092,010	Class A 20,790 Class B 85,400 Class C 145,510	251,700	27,600
Birkenhead	Men 52,520 Women 57,230 Children 48,150	157,900	Class A 2,500 Class B 11,570 Class C 20,050	34,120	4,350
Chester	Men 13,940 Women 15,955 Children 10,935	40,830	Class A 750 Class B 3,065 Class C 5,075	8,890	1,750
Stockport	Men 42,905 Women 52,885 Children 31,810	127,600	Class A 1,325 Class B 9,140 Class C 20,810	31,275	2,230
Wallasey	Men 32,120 Women 41,850 Children 25,030	99,000	Class A 2,900 Class B 11,175 Class C 8,650	22,725	3,550
Altrincham	Men 7,525 Women 8,595 Children 5,660	21,780	Class A 350 Class B 2,665 Class C 1,995	5,010	2,200*
Bebington & Bromborough	Men 8,240 Women 8,400 Children 7,080	23,720	Class A 380 Class B 1,735 Class C 2,865	4,980	310
Crewe	Men 17,525 Women 17,325 Children 12,700	47,550	Class A 145 Class B 2,390 Class C 8,630	11,165	480

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Hyde	Men 11,000 Women 13,455 Children 7,985	32,440	Class A 130 Class B 1,720 Class C 6,270	8,120	510
Macclesfield	Men 11,530 Women 15,380 Children 8,090	35,000	Class A 260 Class B 2,555 Class C 6,060	8,875	800
Stalybridge	Men 8,225 Women 10,230 Children 6,125	24,580	Class A 125 Class B 1,150 Class C 5,100	6,375	370
Cornwall	Men 106,340 Women 132,550 Children 79,070	317,960	Class A 10,030 Class B 29,550 Class C 39,560	79,140	4,500
Cumberland	Men 90,830 Women 99,400 Children 76,750	266,980	Class A 3,790 Class B 19,460 Class C 34,980	58,230	3,000
Carlisle	Men 18,700 Women 22,680 Children 15,000	56,380	Class A 615 Class B 3,620 Class C 8,325	12,560	1,020
Whitehaven	Men 6,930 Women 7,300 Children 6,960	21,190	Class A 310 Class B 1,150 Class C 3,080	4,540	450
Workington	Men 8,880 Women 8,770 Children 8,150	25,800	Class A 270 Class B 2,080 Class C 3,270	5,620	400
Derbyshire	Men 262,250 Women 273,800 Children 227,150	763,200	Class A 9,250 Class B 59,340 Class C 102,700	171,290	7,250
Derby	Men 48,130 Women 52,850 Children 38,120	139,100	Class A 1,350 Class B 14,910 Class C 16,150	32,410	2,150
Alfreton	Men 7,575 Women 7,170 Children 6,965	21,710	Class A 120 Class B 1,510 Class C 3,190	4,820	140
Chesterfield	Men 22,390 Women 22,950 Children 20,290	65,630	Class A 525 Class B 4,115 Class C 9,260	13,900	800

ENGLAND—*Continued*

County or Town.	Estimated Population, 1928.		Estimated No. of Families.		Approx. No. of Telephone Subscribers.
Heanor	Men 7,750 Women 7,830 Children 7,200	22,780	Class A 120 Class B 1,825 Class C 2,960	4,905	—*
Ilkeston	Men 10,970 Women 11,395 Children 10,635	33,000	Class A 200 Class B 2,270 Class C 4,780	7,250	300
Long Eaton	Men 7,455 Women 8,045 Children 6,100	21,600	Class A 125 Class B 2,575 Class C 2,375	5,075	350
Swadlincote District	Men 7,350 Women 6,900 Children 7,100	21,350	Class A 165 Class B 1,520 Class C 2,730	4,415	210
Devonshire	Men 246,890 Women 294,080 Children 172,510	713,480	Class A 18,000 Class B 59,935 Class C 95,000	172,935	15,900
Exeter	Men 20,765 Women 26,125 Children 15,140	62,030	Class A 1,740 Class B 5,320 Class C 8,390	15,450	1,820
Plymouth	Men 76,980 Women 78,350 Children 53,570	208,900	Class A 2,040 Class B 10,290 Class C 40,670	53,000	3,450
Torquay	Men 11,890 Women 19,080 Children 7,200	38,170	Class A 1,350 Class B 3,950 Class C 3,300	8,600	1,450
Dorsetshire	Men 83,340 Women 95,495 Children 60,825	239,660	Class A 6,500 Class B 19,050 Class C 30,750	56,300	4,350
Poole	Men 16,655 Women 22,135 Children 14,150	52,940	Class A 1,440 Class B 4,950 Class C 6,160	12,550	700
Weymouth & Melcombe Regis	Men 6,510 Women 9,020 Children 5,220	20,750	Class A 775 Class B 1,680 Class C 2,170	4,625	600
Durham	Men 504,600 Women 507,160 Children 501,900	1,513,660	Class A 9,600 Class B 48,660 Class C 262,870	321,130	11,850

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Darlington	Men 24,150 Women 26,670 Children 20,740		71,560	Class A 810 Class B 4,100 Class C 10,830		15,740	1,020
Gateshead	Men 40,030 Women 42,775 Children 40,295		123,100	Class A 700 Class B 2,960 Class C 23,660		27,320	760
South Shields	Men 40,015 Women 41,715 Children 40,070		121,800	Class A 610 Class B 3,080 Class C 23,510		27,200	1,170
Sunderland	Men 56,830 Women 63,660 Children 57,610		178,100	Class A 1,360 Class B 5,675 Class C 32,900		39,935	2,400
West Hartlepool	Men 23,480 Women 24,460 Children 21,860		69,800	Class A 975 Class B 3,940 Class C 10,385		15,300	1,010
Blaydon	Men 10,900 Women 10,010 Children 11,490		32,400	Class A 60 Class B 790 Class C 5,400		6,250	130
Felling	Men 9,030 Women 9,230 Children 9,770		28,030	Class A 50 Class B 495 Class C 5,480		6,025	120
Hartlepool	Men 7,170 Women 6,820 Children 6,930		20,920	Class A 160 Class B 800 Class C 3,525		4,485	150
Hebburn	Men 8,115 Women 7,575 Children 8,840		24,530	Class A 25 Class B 300 Class C 4,685		5,010	110
Jarrow	Men 10,715 Women 10,615 Children 11,320		32,650	Class A 80 Class B 840 Class C 6,050		6,970	220
Stanley	Men 8,815 Women 8,230 Children 8,965		26,010	Class A 50 Class B 525 Class C 4,890		5,465	120
Stockton-on-Tees	Men 23,045 Women 23,125 Children 21,030		67,200	Class A 600 Class B 4,370 Class C 9,560		14,530	900

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Whickham	Men 7,180 Women 7,055 Children 7,115		21,350	Class A 85 Class B 725 Class C 3,580		4,390	80
Essex	Men 551,910 Women 628,720 Children 472,800		1,653,430	Class A 19,600 Class B 114,890 Class C 246,530		381,020	26,000
East Ham	Men 48,815 Women 54,025 Children 42,560		145,400	Class A 210 Class B 5,650 Class C 28,590		34,450	—*
Southend-on-Sea	Men 34,125 Women 49,255 Children 27,820		111,200	Class A 2,125 Class B 9,550 Class C 12,145		23,820	2,875
West Ham	Men 98,550 Women 108,020 Children 100,330		306,900	Class A 1,050 Class B 7,820 Class C 61,065		69,935	2,750*
Barking Town	Men 13,230 Women 14,145 Children 13,495		40,870	Class A 95 Class B 3,240 Class C 5,395		8,730	—*
Chelmsford	Men 8,350 Women 9,270 Children 6,060		23,680	Class A 375 Class B 1,515 Class C 3,600		5,490	650
Colchester	Men 16,730 Women 19,455 Children 12,445		48,630	Class A 790 Class B 4,155 Class C 5,565		10,510	950
Dagenham			67,500				
This being a newly developed area created an Urban District since the 1921 Census, details are lacking for a satisfactory estimate.							
Ilford	Men 38,245 Women 47,825 Children 27,430		113,500	Class A 955 Class B 18,310 Class C 7,450		26,715	3,100*
Leyton	Men 43,340 Women 50,785 Children 36,175		130,300	Class A 780 Class B 8,385 Class C 22,225		31,390	—*
Romford	Men 9,010 Women 10,230 Children 7,440		26,680	Class A 350 Class B 3,400 Class C 2,290		6,040	880

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Walthamstow	Men 40,095 Women 45,680 Children 36,625	122,400	Class A 580 Class B 4,665 Class C 22,605	27,850	2,250*
Woodford	Men 6,770 Women 9,125 Children 6,205	22,100	Class A 680 Class B 2,765 Class C 1,565	5,010	—*
Gloucestershire	Men 259,900 Women 314,125 Children 208,485	782,510	Class A 16,325 Class B 57,725 Class C 115,100	189,150	16,500
Bristol	Men 127,810 Women 158,710 Children 104,180	390,700	Class A 6,450 Class B 32,930 Class C 55,100	94,480	9,900*
Gloucester	Men 17,495 Women 20,575 Children 14,140	52,210	Class A 800 Class B 4,825 Class C 6,565	12,190	1,150
Cheltenham	Men 15,155 Women 23,445 Children 12,030	50,630	Class A 1,860 Class B 5,440 Class C 5,100	12,400	1,700
Hampshire	Men 340,760 Women 380,180 Children 260,370	981,310	Class A 19,925 Class B 78,085 Class C 124,350	222,360	23,850
Isle of Wight	Men 28,300 Women 37,660 Children 20,390	86,350	Class A 2,890 Class B 7,545 Class C 9,000	19,435	2,400
Bournemouth	Men 27,910 Women 49,650 Children 19,020	96,580	Class A 4,030 Class B 7,120 Class C 10,665	21,815	6,200
Portsmouth	Men 90,400 Women 96,560 Children 71,240	258,200	Class A 2,730 Class B 20,010 Class C 37,200	59,940	3,770
Southampton	Men 58,300 Women 63,620 Children 47,980	169,900	Class A 2,450 Class B 13,600 Class C 23,200	39,250	3,950
Aldershot	Men 15,920 Women 11,040 Children 9,410	36,370	Class A 300 Class B 1,880 Class C 3,760	5,940	650

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Gosport	Men 12,510 Women 11,720 Children 9,900	34,130	Class A 385 Class B 2,415 Class C 4,700	7,500	550
Winchester	Men 8,500 Women 10,180 Children 6,100	24,780	Class A 640 Class B 1,975 Class C 2,725	5,340	900
Herefordshire	Men 38,385 Women 43,400 Children 30,215	112,000	Class A 4,050 Class B 7,580 Class C 14,980	26,610	1,400
Hereford	Men 7,740 Women 9,940 Children 6,140	23,820	Class A 580 Class B 1,820 Class C 3,280	5,680	600
Hertfordshire	Men 125,435 Women 152,185 Children 100,580	378,200	Class A 8,635 Class B 32,795 Class C 46,280	87,710	8,500
St. Albans	Men 8,885 Women 11,740 Children 6,725	27,350	Class A 695 Class B 2,600 Class C 3,245	6,540	1,150
Watford	Men 18,370 Women 21,850 Children 14,240	54,460	Class A 645 Class B 5,425 Class C 6,850	12,920	1,800
Huntingdonshire	Men 19,780 Women 21,110 Children 15,430	56,320	Class A 1,650 Class B 5,040 Class C 7,460	14,150	650
Kent	Men 396,350 Women 460,625 Children 318,125	1,175,100	Class A 26,955 Class B 99,300 Class C 134,095	260,350	35,000
Canterbury	Men 8,095 Women 9,855 Children 6,130	24,080	Class A 580 Class B 2,915 Class C 2,445	5,940	770
Beckenham	Men 11,280 Women 16,620 Children 8,560	36,460	Class A 1,915 Class B 3,735 Class C 2,970	8,620	500
Bexley	Men 8,740 Women 9,825 Children 8,085	26,650	Class A 420 Class B 2,560 Class C 3,270	6,250	625

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Bromley	Men 12,835 Women 18,210 Children 9,785	40,830	Class A 1,595 Class B 4,265 Class C 3,900	9,760	—*
Chatham	Men 15,325 Women 16,465 Children 11,740	43,530	Class A 345 Class B 2,465 Class C 7,220	10,030	950
Dartford	Men 9,385 Women 10,415 Children 7,610	27,410	Class A 160 Class B 790 Class C 4,280	5,230	500
Dover	Men 13,365 Women 15,515 Children 12,450	41,330	Class A 1,005 Class B 2,415 Class C 6,220	9,640	675
Erith	Men 11,975 Women 11,355 Children 9,840	33,170	Class A 205 Class B 2,390 Class C 4,645	7,240	400
Folkestone	Men 10,955 Women 16,565 Children 8,380	35,900	Class A 1,295 Class B 3,460 Class C 2,670	7,425	1,270
Gillingham	Men 23,215 Women 19,275 Children 14,810	57,300	Class A 220 Class B 4,035 Class C 8,985	13,240	400
Gravesend	Men 11,860 Women 12,885 Children 9,245	33,990	Class A 645 Class B 2,010 Class C 5,330	7,985	1,050
Maidstone	Men 14,415 Women 16,625 Children 9,820	40,860	Class A 665 Class B 2,680 Class C 5,645	8,990	950
Margate	Men 8,365 Women 13,465 Children 7,430	29,260	Class A 690 Class B 1,700 Class C 1,325	3,715	1,350
Penge	Men 8,440 Women 11,210 Children 7,660	27,310	Class A 840 Class B 2,300 Class C 3,590	6,730	—*
Ramsgate	Men 9,370 Women 12,310 Children 8,690	30,370	Class A 835 Class B 3,240 Class C 2,150	6,225	650

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Rochester	Men 11,170 Women 11,885 Children 8,705	31,760	Class A 485 Class B 1,855 Class C 4,870	7,210	—*
Tunbridge Wells	Men 10,330 Women 17,015 Children 7,475	34,820	Class A 1,410 Class B 4,060 Class C 2,855	8,325	1,800
Lancashire	Men 1,720,800 Women 1,992,820 Children 1,394,530	5,108,150	Class A 48,980 Class B 259,350 Class C 840,920	1,149,250	111,500
Barrow-in-Furness	Men 23,540 Women 22,350 Children 20,050	65,940	Class A 400 Class B 3,350 Class C 11,000	14,750	650
Blackburn	Men 42,020 Women 53,065 Children 30,015	125,100	Class A 460 Class B 5,760 Class C 25,010	31,230	2,500
Blackpool	Men 32,155 Women 47,130 Children 18,925	98,210	Class A 1,875 Class B 5,545 Class C 7,870	15,290	3,275
Bolton	Men 61,500 Women 73,020 Children 46,680	181,200	Class A 990 Class B 6,760 Class C 25,340	33,090	3,375
Bootle	Men 27,100 Women 28,760 Children 25,900	81,760	Class A 1,000 Class B 4,910 Class C 10,820	16,730	1,500
Burnley	Men 34,600 Women 41,260 Children 24,840	100,700	Class A 300 Class B 4,435 Class C 20,175	24,910	1,625
Bury	Men 20,000 Women 24,030 Children 13,130	57,160	Class A 370 Class B 3,480 Class C 10,500	14,350	1,250
Liverpool	Men 279,655 Women 319,285 Children 270,560	869,500	Class A 10,480 Class B 49,670 Class C 125,630	185,780	24,800
Manchester	Men 253,420 Women 295,340 Children 207,140	755,900	Class A 7,880 Class B 46,290 Class C 115,500	169,670	31,600*

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Oldham	Men 49,150 Women 57,420 Children 36,630		143,200	Class A 570 Class B 6,060 Class C 27,700		34,330	2,900*
Preston	Men 41,570 Women 51,830 Children 33,700		127,100	Class A 590 Class B 7,045 Class C 22,100		29,735	2,600
Rochdale	Men 31,380 Women 37,780 Children 21,560		90,720	Class A 435 Class B 3,100 Class C 19,965		23,500	1,625
St. Helens	Men 35,935 Women 38,290 Children 36,275		110,500	Class A 325 Class B 5,150 Class C 15,715		21,190	950
Salford	Men 79,870 Women 91,220 Children 70,410		241,500	Class A 1,670 Class B 11,150 Class C 40,410		53,230	—*
Southport	Men 24,465 Women 37,725 Children 17,100		79,290	Class A 2,400 Class B 6,490 Class C 8,570		17,460	2,625
Warrington	Men 27,155 Women 27,935 Children 24,980		80,070	Class A 275 Class B 3,615 Class C 12,250		16,140	1,350
Wigan	Men 29,630 Women 31,980 Children 26,470		88,080	Class A 240 Class B 3,170 Class C 16,650		20,060	1,225
Accrington	Men 15,130 Women 18,060 Children 9,750		42,940	Class A 160 Class B 2,445 Class C 8,485		11,090	1,000
Ashton-in-Makerfield	Men 7,870 Women 7,550 Children 7,360		22,780	Class A 70 Class B 710 Class C 4,160		4,940	150
Ashton-under-Lyne	Men 17,780 Women 21,000 Children 13,180		51,960	Class A 200 Class B 1,985 Class C 10,300		12,485	1,120
Atherton	Men 7,010 Women 7,360 Children 5,740		20,110	Class A 45 Class B 800 Class C 3,230		4,075	320

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Bacup	Men 7,180 Women 8,460 Children 4,910		20,550	Class A 80 Class B 700 Class C 4,700		5,480	250
Chadderton	Men 9,500 Women 10,820 Children 7,780		28,100	Class A 65 Class B 760 Class C 5,700		6,525	—*
Chorley	Men 10,375 Women 12,775 Children 8,430		31,580	Class A 160 Class B 2,115 Class C 4,925		7,200	475
Colne	Men 8,670 Women 10,200 Children 5,870		24,740	Class A 110 Class B 1,250 Class C 5,040		6,400	440
Darwen	Men 13,060 Women 16,440 Children 8,650		38,150	Class A 165 Class B 1,765 Class C 8,280		10,210	625
Eccles	Men 15,590 Women 17,860 Children 11,750		45,200	Class A 585 Class B 3,350 Class C 6,325		10,260	1,300
Farnworth	Men 9,800 Women 11,710 Children 7,990		29,500	Class A 85 Class B 990 Class C 5,475		6,550	450
Fleetwood	Men 8,630 Women 7,430 Children 6,410		22,470	Class A 250 Class B 1,300 Class C 2,950		4,500	460
Heywood	Men 8,720 Women 10,875 Children 6,485		26,080	Class A 120 Class B 1,380 Class C 5,050		6,550	350
Hindley	Men 8,370 Women 8,585 Children 7,205		24,160	Class A 55 Class B 825 Class C 4,710		5,590	—*
Ince-in-Makerfield	Men 7,925 Women 8,070 Children 8,025		24,020	Class A 30 Class B 600 Class C 4,490		5,120	—*
Lancaster	Men 14,430 Women 16,755 Children 10,315		41,500	Class A 520 Class B 4,340 Class C 5,060		9,920	700

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Leigh	Men 16,060 Women 17,225 Children 13,425	46,710		Class A 125 Class B 2,245 Class C 8,120	10,490		575
Lytham St. Anne's	Men 7,790 Women 12,725 Children 5,425	25,940		Class A 1,280 Class B 1,775 Class C 1,695	4,750		1,920
Middleton	Men 10,040 Women 11,790 Children 7,180	29,010		Class A 150 Class B 1,240 Class C 5,675	7,065		430
Morecambe & Heysham	Men 6,950 Women 10,900 Children 4,320	22,170		Class A 1,050 Class B 1,135 Class C 1,490	3,675		660
Nelson	Men 14,345 Women 16,935 Children 8,280	39,560		Class A 70 Class B 1,840 Class C 8,135	10,045		975
Prestwich	Men 7,590 Women 9,810 Children 4,270	21,670		Class A 265 Class B 1,935 Class C 2,350	4,550		—*
Radcliffe	Men 8,840 Women 10,680 Children 5,860	25,380		Class A 90 Class B 1,210 Class C 5,000	6,300		310
Rawtenstall	Men 10,190 Women 12,180 Children 6,620	28,990		Class A 140 Class B 1,220 Class C 6,220	7,580		—*
Stretford	Men 19,110 Women 21,480 Children 11,520	52,110		Class A 960 Class B 6,440 Class C 4,460	11,860		—*
Swinton & Pendlebury	Men 11,145 Women 12,915 Children 9,950	34,010		Class A 175 Class B 1,345 Class C 6,025	7,545		—*
Waterloo with Seaforth	Men 10,010 Women 13,025 Children 8,825	31,860		Class A 1,165 Class B 2,800 Class C 3,245	7,210		1,120
Widnes	Men 14,310 Women 13,010 Children 13,690	41,010		Class A 180 Class B 1,875 Class C 5,955	8,010		460

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Leicestershire	Men 183,000 Women 210,500 Children 144,500	538,000		Class A 8,720 Class B 61,350 Class C 56,720	126,790		12,500
Leicester	Men 82,100 Women 101,100 Children 62,800	246,000		Class A 2,920 Class B 27,540 Class C 28,500	58,960		7,125
Coalville	Men 7,960 Women 7,700 Children 7,310	22,970		Class A 120 Class B 2,095 Class C 2,900	5,115		170
Loughborough	Men 9,260 Women 10,010 Children 6,680	25,950		Class A 300 Class B 2,555 Class C 3,070	5,925		575
Lincolnshire Holland (County)	Men 30,115 Women 32,410 Children 26,335	88,860		Class A 2,050 Class B 8,190 Class C 11,050	21,290		1,200
Kesteven (County)	Men 40,100 Women 39,880 Children 29,620	109,600		Class A 2,800 Class B 8,675 Class C 14,665	26,140		1,000
Lindsey (County)	Men 143,660 Women 152,225 Children 119,375	415,260		Class A 8,020 Class B 35,060 Class C 53,590	96,670		6,100
Grimsby	Men 31,745 Women 31,835 Children 26,690	90,270		Class A 725 Class B 8,460 Class C 10,985	20,170		2,200
Lincoln	Men 23,080 Women 24,950 Children 17,790	65,820		Class A 660 Class B 5,525 Class C 9,725	15,910		1,095
Cleethorpes	Men 9,065 Women 10,810 Children 8,665	28,540		Class A 320 Class B 2,905 Class C 3,175	6,400		400
Scunthorpe & Frodingham	Men 11,070 Women 10,000 Children 10,590	31,660		Class A 150 Class B 2,560 Class C 3,870	6,580		375
London	Men 1,472,005 Women 1,817,665 Children 1,179,330	4,469,000		Class A 66,950 Class B 221,250 Class C 828,600	1,116,800		230,000†

† *An apportionment of these among the various Metropolitan Boroughs is not practicable owing to the divergences between Exchange areas and Municipal areas in the county.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
City of London (Incl. Inner and Middle Temples)	Men	4,840	11,710	Class A	100	2,700	*See Footnote on page 59*
	Women	5,045		Class B	380		
	Children	1,825		Class C	2,220		
Battersea	Men	53,990	164,100	Class A	1,420	42,060	
	Women	64,135		Class B	8,985		
	Children	45,975		Class C	31,655		
Bermondsey	Men	37,560	115,200	Class A	220	27,595	
	Women	40,270		Class B	3,800		
	Children	37,370		Class C	23,575		
Bethnal Green	Men	35,880	112,200	Class A	135	26,420	
	Women	39,635		Class B	2,490		
	Children	36,685		Class C	23,795		
Camberwell	Men	84,700	260,400	Class A	3,195	64,400	
	Women	101,100		Class B	14,160		
	Children	74,600		Class C	47,045		
Chelsea	Men	19,650	63,630	Class A	2,400	16,540	
	Women	31,450		Class B	2,640		
	Children	12,530		Class C	11,500		
Deptford	Men	37,780	112,400	Class A	1,405	27,975	
	Women	41,930		Class B	6,140		
	Children	32,690		Class C	20,430		
Finsbury	Men	23,090	72,010	Class A	205	18,950	
	Women	26,680		Class B	1,220		
	Children	22,240		Class C	17,525		
Fulham	Men	51,065	155,300	Class A	1,410	39,730	
	Women	62,495		Class B	9,180		
	Children	41,740		Class C	29,140		
Greenwich	Men	33,810	101,200	Class A	1,570	23,140	
	Women	37,460		Class B	5,630		
	Children	29,930		Class C	15,940		
Hackney	Men	70,660	217,200	Class A	2,720	54,780	
	Women	88,300		Class B	10,765		
	Children	58,240		Class C	41,295		
Hammersmith	Men	48,475	136,300	Class A	1,420	34,800	
	Women	53,870		Class B	7,150		
	Children	33,955		Class C	26,230		

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Hampstead	Men	25,500	85,880	Class A	5,085	21,460	*See Footnote on page 59*
	Women	44,750		Class B	5,585		
	Children	15,630		Class C	10,790		
Holborn	Men	15,490	39,280	Class A	230	8,800	
	Women	17,180		Class B	1,555		
	Children	6,610		Class C	7,015		
Islington	Men	107,815	324,700	Class A	2,925	87,800	
	Women	129,665		Class B	14,360		
	Children	87,220		Class C	70,515		
Kensington	Men	50,855	178,400	Class A	8,115	43,620	
	Women	91,260		Class B	9,390		
	Children	36,285		Class C	26,115		
Lambeth	Men	100,270	298,100	Class A	4,205	77,180	
	Women	120,325		Class B	15,225		
	Children	77,505		Class C	57,750		
Lewisham	Men	65,305	199,300	Class A	5,300	49,975	
	Women	84,220		Class B	21,260		
	Children	49,775		Class C	23,415		
Paddington	Men	45,790	145,200	Class A	3,065	38,570	
	Women	69,040		Class B	5,795		
	Children	30,370		Class C	29,710		
Poplar	Men	53,585	162,000	Class A	325	37,160	
	Women	55,505		Class B	5,585		
	Children	52,910		Class C	31,250		
St. Marylebone	Men	31,530	104,000	Class A	3,395	27,175	
	Women	53,055		Class B	4,980		
	Children	19,415		Class C	18,800		
St. Pancras	Men	70,920	206,000	Class A	1,990	55,225	
	Women	83,000		Class B	6,060		
	Children	52,080		Class C	47,175		
Shoreditch	Men	32,200	101,200	Class A	150	24,630	
	Women	35,720		Class B	1,810		
	Children	33,280		Class C	22,670		
Southwark	Men	60,615	181,300	Class A	425	46,070	
	Women	65,680		Class B	4,160		
	Children	55,005		Class C	41,485		

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Stepney	Men 80,100 Women 85,685 Children 78,915	244,700	Class A 620 Class B 7,120 Class C 46,980	54,720	*See Footnote on page 59*
Stoke Newington	Men 16,900 Women 22,050 Children 11,740	50,690	Class A 1,240 Class B 2,885 Class C 9,415	13,540	
Wandsworth	Men 113,050 Women 148,620 Children 85,630	347,300	Class A 9,440 Class B 29,670 Class C 46,070	85,180	
Westminster	Men 48,080 Women 65,540 Children 19,080	132,700	Class A 4,010 Class B 3,585 Class C 24,240	31,835	
Woolwich	Men 52,500 Women 54,000 Children 40,100	146,600	Class A 1,050 Class B 11,470 Class C 22,610	35,130	
Middlesex	Men 463,610 Women 574,490 Children 382,560	1,420,660	Class A 28,710 Class B 100,280 Class C 209,410	338,400	52,500*
Acton	Men 21,200 Women 26,260 Children 17,410	64,870	Class A 1,430 Class B 4,980 Class C 9,395	15,805	—*
Brentford & Chiswick	Men 19,200 Women 23,805 Children 15,365	58,370	Class A 1,530 Class B 4,675 Class C 7,810	14,015	4,525*
Ealing	Men 30,820 Women 44,740 Children 23,100	98,660	Class A 3,710 Class B 11,830 Class C 8,850	24,390	4,675*
Edmonton	Men 24,240 Women 26,570 Children 23,650	74,460	Class A 340 Class B 1,580 Class C 14,400	16,320	—*
Enfield	Men 21,275 Women 24,690 Children 18,945	64,910	Class A 895 Class B 2,625 Class C 11,080	14,600	1,950*
Finchley	Men 16,390 Women 23,660 Children 13,220	53,270	Class A 1,775 Class B 5,910 Class C 5,560	13,245	3,775*

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Friern Barnet	Men 6,765 Women 9,425 Children 5,060	21,250	Class A 345 Class B 1,970 Class C 2,010	4,325	—*
Harrow-on-the-Hill	Men 7,685 Women 9,665 Children 5,700	23,050	Class A 535 Class B 2,965 Class C 1,810	5,310	2,625*
Hendon	Men 26,170 Women 34,610 Children 19,440	80,220	Class A 2,125 Class B 8,650 Class C 8,210	18,985	5,450*
Heston & Isleworth	Men 20,595 Women 22,130 Children 17,005	59,730	Class A 685 Class B 2,875 Class C 9,100	12,660	1,350*
Hornsey	Men 28,355 Women 40,450 Children 18,475	87,280	Class A 4,090 Class B 5,115 Class C 14,045	23,250	7,700*
Southall-Norwood	Men 11,485 Women 13,565 Children 10,290	35,340	Class A 135 Class B 1,135 Class C 5,845	7,115	650*
Southgate	Men 15,035 Women 20,715 Children 11,290	47,040	Class A 1,315 Class B 7,690 Class C 2,720	11,725	3,350*
Teddington	Men 6,965 Women 9,010 Children 6,025	22,000	Class A 605 Class B 2,740 Class C 1,955	5,300	—*
Tottenham	Men 49,510 Women 57,770 Children 46,520	153,800	Class A 705 Class B 5,000 Class C 31,385	37,090	2,525*
Twickenham	Men 11,210 Women 14,350 Children 9,520	35,080	Class A 935 Class B 3,575 Class C 4,105	8,615	—*
Wealdstone	Men 6,600 Women 7,830 Children 5,610	20,040	Class A 295 Class B 2,445 Class C 1,855	4,595	—*
Wembley	Men 11,055 Women 13,150 Children 8,505	32,710	Class A 540 Class B 5,285 Class C 2,235	8,060	2,000*

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Willesden	Men	55,100		Class A	2,970		
	Women	67,335	167,700	Class B	4,015	41,740	5,625*
	Children	45,265		Class C	34,755		
Wood Green	Men	17,355		Class A	580		
	Women	21,555	52,750	Class B	3,120	13,350	—*
	Children	13,840		Class C	9,650		
Monmouthshire	Men	160,425		Class A	4,050		
	Women	147,685	458,520	Class B	21,940	97,990	5,750
	Children	150,410		Class C	72,000		
Newport	Men	33,945		Class A	1,020		
	Women	34,190	97,220	Class B	6,655	21,525	2,350
	Children	29,085		Class C	13,850		
Abercarn	Men	7,295		Class A	80		
	Women	6,340	20,980	Class B	1,630	4,435	40
	Children	7,345		Class C	2,725		
Abersychan	Men	9,945		Class A	150		
	Women	8,970	28,850	Class B	1,600	6,200	—*
	Children	9,935		Class C	4,450		
Abertillery	Men	11,300		Class A	100		
	Women	9,610	32,840	Class B	1,985	6,785	125
	Children	11,930		Class C	4,700		
Bedwellty	Men	10,650		Class A	90		
	Women	9,205	32,080	Class B	2,505	6,535	—*
	Children	12,225		Class C	3,940		
Ebbw Vale	Men	11,770		Class A	110		
	Women	10,200	33,650	Class B	1,290	6,880	125
	Children	11,680		Class C	5,480		
Tredegar	Men	8,505		Class A	105		
	Women	7,365	24,440	Class B	1,235	5,065	150
	Children	8,570		Class C	3,725		
Norfolk	Men	170,790		Class A	12,000		
	Women	197,300	506,240	Class B	44,285	122,250	16,550
	Children	138,150		Class C	65,965		
Great Yarmouth	Men	18,360		Class A	1,650		
	Women	23,670	58,490	Class B	6,450	13,110	1,075
	Children	16,460		Class C	5,010		

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Norwich	Men	40,875		Class A	1,850		
	Women	51,545	125,200	Class B	13,920	30,470	2,575
	Children	32,780		Class C	14,700		
King's Lynn	Men	6,825		Class A	350		
	Women	7,655	20,100	Class B	2,150	4,880	430
	Children	5,620		Class C	2,380		
Northampton-shire	Men	109,200		Class A	5,350		
	Women	120,940	309,440	Class B	31,890	75,990	4,900
	Children	79,300		Class C	38,750		
Soke of Peterborough	Men	17,925		Class A	840		
	Women	19,915	51,040	Class B	6,255	12,785	900
	Children	13,200		Class C	5,690		
Northampton	Men	32,620		Class A	1,090		
	Women	38,110	94,270	Class B	11,930	22,790	1,880
	Children	23,540		Class C	9,770		
Kettering	Men	10,950		Class A	380		
	Women	12,430	30,810	Class B	4,050	7,420	625
	Children	7,430		Class C	2,990		
Peterborough	Men	13,145		Class A	510		
	Women	14,995	37,620	Class B	4,870	9,440	715
	Children	9,480		Class C	4,060		
Welling-borough	Men	7,145		Class A	225		
	Women	8,225	20,550	Class B	2,550	4,970	380
	Children	5,180		Class C	2,195		
Northumber-land	Men	256,255		Class A	7,910		
	Women	269,685	755,530	Class B	25,000	162,270	13,650
	Children	229,590		Class C	129,360		
Newcastle-on-Tyne	Men	94,915		Class A	2,785		
	Women	102,425	282,200	Class B	7,800	61,745	7,760
	Children	84,860		Class C	51,160		
Tynemouth	Men	22,300		Class A	750		
	Women	23,140	66,030	Class B	2,010	14,260	900
	Children	20,590		Class C	11,500		
Ashington	Men	9,870		Class A	25		
	Women	8,910	29,040	Class B	435	5,980	115
	Children	10,260		Class C	5,530		

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Bedlingtonshire	Men 9,650 Women 8,900 Children 9,560	28,110	Class A 70 Class B 540 Class C 5,270	5,880	110
Blyth	Men 10,920 Women 10,540 Children 10,380	31,840	Class A 120 Class B 725 Class C 5,940	6,785	300
Newburn	Men 7,100 Women 6,580 Children 6,770	20,450	Class A 40 Class B 530 Class C 3,580	4,150	—*
Wallsend	Men 14,800 Women 14,230 Children 15,410	44,440	Class A 95 Class B 900 Class C 8,480	9,475	400
Whitley & Monkseaton	Men 7,515 Women 10,515 Children 5,450	23,480	Class A 550 Class B 2,230 Class C 2,130	4,910	900
Nottinghamshire	Men 230,820 Women 259,420 Children 199,060	689,300	Class A 8,900 Class B 56,920 Class C 94.650	160,470	12,800
Nottingham	Men 87,270 Women 107,540 Children 71,790	266,600	Class A 2,625 Class B 18,675 Class C 43,270	64,570	6,850
Carlton	Men 6,650 Women 7,600 Children 6,110	20,360	Class A 85 Class B 2,250 Class C 2,400	4,735	275
Mansfield	Men 15,720 Women 16,400 Children 15,430	47,550	Class A 260 Class B 3,300 Class C 6,400	9,960	800
Sutton-in-Ashfield	Men 8,150 Women 8,345 Children 7,995	24,490	Class A 110 Class B 1,720 Class C 3,375	5,205	280
Worksop	Men 8,650 Women 8,450 Children 8,330	25,430	Class A 295 Class B 1,785 Class C 3,470	5,550	380
Oxfordshire	Men 68,760 Women 79,100 Children 50,740	198,600	Class A 6,040 Class B 14,890 Class C 27,180	48,110	3,250

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Oxford	Men 20,700 Women 26,390 Children 13,710	60,800	Class A 2,065 Class B 6,700 Class C 5,015	13,780	1,400
Rutland	Men 6,370 Women 6,790 Children 4,800	17,960	Class A 600 Class B 1,340 Class C 2,490	4,430	150
Shropshire	Men 85,550 Women 90,570 Children 68,320	244,440	Class A 6,500 Class B 14,750 Class C 34,940	56,190	3,850
Shrewsbury	Men 11,230 Women 12,800 Children 8,480	32,510	Class A 750 Class B 2,230 Class C 4,360	7,340	925
Somersetshire	Men 157,980 Women 197,600 Children 119,950	475,530	Class A 15,530 Class B 38,250 Class C 61,530	115,310	8,100
Bath	Men 22,115 Women 32,430 Children 15,735	70,280	Class A 2,420 Class B 5,480 Class C 10,160	18,060	2,300
Taunton	Men 8,375 Women 10,205 Children 6,220	24,800	Class A 615 Class B 2,810 Class C 2,430	5,855	700
Weston-Super-Mare	Men 7,670 Women 13,580 Children 6,010	27,260	Class A 1,095 Class B 1,835 Class C 2,280	5,210	1,125
Staffordshire	Men 481,845 Women 508,700 Children 448,765	1,439,310	Class A 11,970 Class B 78,130 Class C 215,080	305,180	16,800
Burton-upon-Trent	Men 17,240 Women 18,370 Children 13,350	48,960	Class A 490 Class B 5,450 Class C 5,350	11,290	830
Smethwick	Men 27,295 Women 30,195 Children 24,960	82,450	Class A 210 Class B 6,755 Class C 10,680	17,645	750
Stoke-on-Trent	Men 89,630 Women 99,420 Children 90,650	279,700	Class A 1,000 Class B 11,490 Class C 44,600	57,090	3,175

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Walsall	Men 32,920 Women 35,655 Children 31,625		100,200	Class A 685 Class B 5,785 Class C 14,950		21,420	1,420
West Bromwich	Men 26,290 Women 27,710 Children 26,280		80,280	Class A 350 Class B 3,520 Class C 12,765		16,635	950
Wolverhampton	Men 45,150 Women 49,450 Children 39,300		133,900	Class A 1,155 Class B 10,380 Class C 18,450		29,985	2,040
Bilston	Men 10,140 Women 10,505 Children 10,565		31,210	Class A 120 Class B 1,300 Class C 4,970		6,390	370
Brownhills	Men 7,020 Women 6,350 Children 7,400		20,770	Class A 75 Class B 780 Class C 3,490		4,345	80
Cannock	Men 12,600 Women 10,940 Children 12,290		35,830	Class A 140 Class B 2,175 Class C 5,115		7,430	165
Coseley	Men 8,325 Women 8,565 Children 8,330		25,220	Class A 100 Class B 875 Class C 4,375		5,350	—*
Newcastle-under-Lyne	Men 7,320 Women 8,275 Children 6,965		22,560	Class A 285 Class B 1,210 Class C 3,255		4,750	600
Rowley Regis	Men 14,085 Women 14,995 Children 14,120		43,200	Class A 130 Class B 1,570 Class C 7,065		8,765	600*
Sedgley	Men 6,810 Women 7,310 Children 6,420		20,540	Class A 120 Class B 625 Class C 3,325		4,070	150
Stafford	Men 10,420 Women 10,870 Children 7,450		28,740	Class A 300 Class B 2,325 Class C 3,365		5,990	500
Tipton	Men 11,875 Women 12,310 Children 12,765		36,950	Class A 125 Class B 1,405 Class C 6,290		7,820	330

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Wednesbury	Men 11,140 Women 11,500 Children 10,980		33,620	Class A 160 Class B 1,795 Class C 5,120		7,075	350
Willenhall	Men 7,385 Women 7,680 Children 7,035		22,100	Class A 115 Class B 1,100 Class C 3,415		4,630	300
Wolstanton United	Men 9,790 Women 10,680 Children 9,610		30,080	Class A 190 Class B 1,410 Class C 4,785		6,385	—*
Suffolk	Men 140,365 Women 153,125 Children 113,000		406,490	Class A 9,750 Class B 33,570 Class C 53,660		96,980	6,200
Ipswich	Men 28,745 Women 33,590 Children 23,575		85,910	Class A 1,160 Class B 9,260 Class C 10,050		20,470	1,575
Lowestoft	Men 14,830 Women 17,150 Children 14,010		45,990	Class A 930 Class B 4,925 Class C 4,200		10,055	620
Surrey	Men 349,370 Women 443,460 Children 265,160		1,057,990	Class A 30,840 Class B 93,225 Class C 117,635		241,700	51,000
Croydon	Men 69,550 Women 89,430 Children 57,620		216,600	Class A 5,210 Class B 26,525 Class C 20,225		51,960	4,750*
Barnes	Men 12,465 Women 17,065 Children 9,290		38,820	Class A 1,075 Class B 4,860 Class C 3,905		9,840	—*
Beddington & Wallington	Men 6,530 Women 8,870 Children 4,860		20,260	Class A 805 Class B 3,165 Class C 1,085		5,055	1,750
Carshalton	Men 6,250 Women 8,900 Children 6,760		21,910	Class A 570 Class B 2,025 Class C 2,100		4,695	—*
Coulsdon & Purley	Men 9,680 Women 14,925 Children 6,915		31,520	Class A 1,740 Class B 2,845 Class C 1,785		6,370	3,250*

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Epsom	Men 9,470 Women 11,430 Children 5,180	26,080		Class A 515 Class B 1,940 Class C 1,865	4,320		1,250
Guildford	Men 9,660 Women 11,580 Children 6,910	28,150		Class A 645 Class B 1,060 Class C 4,965	6,670		1,600
Kingston-on-Thames	Men 12,725 Women 15,870 Children 9,825	38,420		Class A 715 Class B 4,135 Class C 4,105	8,955		4,350
Merton & Morden	Men 8,425 Women 10,050 Children 7,305	25,780		Class A 255 Class B 3,940 Class C 1,995	6,190		—*
Mitcham	Men 14,600 Women 16,745 Children 14,715	46,060		Class A 300 Class B 3,830 Class C 6,380	10,510		650*
Reigate	Men 9,475 Women 12,980 Children 6,995	29,450		Class A 980 Class B 2,295 Class C 3,675	6,950		850
Richmond	Men 11,935 Women 17,190 Children 7,485	36,610		Class A 1,565 Class B 2,880 Class C 4,495	8,940		2,800*
Surbiton	Men 7,050 Women 10,110 Children 5,180	22,340		Class A 1,090 Class B 2,215 Class C 2,140	5,445		—*
Sutton and Cheam	Men 10,600 Women 14,270 Children 8,020	32,890		Class A 1,540 Class B 3,215 Class C 2,705	7,460		3,200*
Wimbledon	Men 21,400 Women 24,890 Children 12,780	59,070		Class A 1,770 Class B 6,065 Class C 5,645	13,480		4,100*
Woking	Men 9,610 Women 12,140 Children 7,380	29,130		Class A 850 Class B 2,105 Class C 3,175	6,130		1,300
Sussex	Men 236,745 Women 330,355 Children 181,810	748,910		Class A 21,340 Class B 58,235 Class C 88,985	168,560		27,000

* *See Note at foot of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Brighton	Men 47,570 Women 65,390 Children 34,640	147,600		Class A 2,625 Class B 9,610 Class C 21,665	33,900		3,500*
Eastbourne	Men 17,630 Women 28,820 Children 12,050	58,500		Class A 1,575 Class B 4,025 Class C 5,370	10,970		2,800
Hastings	Men 18,330 Women 30,010 Children 14,260	62,600		Class A 1,955 Class B 2,655 Class C 9,505	14,115		1,950
Bexhill	Men 5,405 Women 10,570 Children 5,005	20,980		Class A 955 Class B 1,550 Class C 1,445	3,950		1,175
Hove	Men 13,890 Women 26,260 Children 9,940	50,090		Class A 2,420 Class B 2,730 Class C 7,690	12,840		3,200*
Worthing	Men 10,740 Women 18,640 Children 8,650	38,030		Class A 1,200 Class B 5,050 Class C 2,330	8,580		1,725
Warwickshire	Men 495,950 Women 564,330 Children 424,100	1,484,380		Class A 18,735 Class B 111,930 Class C 203,215	333,880		34,000
Birmingham	Men 319,190 Women 372,160 Children 276,750	968,100		Class A 9,830 Class B 75,230 Class C 129,550	214,610		23,475*
Coventry	Men 55,070 Women 55,740 Children 43,190	154,000		Class A 840 Class B 9,760 Class C 25,790	36,390		2,400
Leamington Spa	Men 9,265 Women 13,765 Children 6,730	29,760		Class A 1,240 Class B 2,470 Class C 3,980	7,690		1,030
Nuneaton	Men 15,285 Women 15,490 Children 14,665	45,440		Class A 295 Class B 3,620 Class C 5,790	9,705		400
Rugby	Men 8,840 Women 9,500 Children 5,950	24,290		Class A 410 Class B 2,605 Class C 2,530	5,545		520

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Sutton Coldfield	Men 8,585 Women 11,635 Children 6,500	26,720	Class A 990 Class B 2,910 Class C 2,580	6,480	1,175
Westmorland	Men 21,190 Women 26,540 Children 15,100	62,830	Class A 2,295 Class B 6,725 Class C 4,985	14,005	1,700
Wiltshire	Men 112,620 Women 115,940 Children 81,010	309,570	Class A 6,275 Class B 23,315 Class C 43,810	73,400	4,700
Salisbury	Men 8,365 Women 11,600 Children 6,385	26,350	Class A 670 Class B 2,620 Class C 2,450	5,740	750
Swindon	Men 20,870 Women 21,650 Children 15,700	58,220	Class A 435 Class B 5,410 Class C 8,225	14,070	500
Worcestershire	Men 141,345 Women 162,740 Children 117,085	421,170	Class A 6,950 Class B 26,390 Class C 63,385	96,725	6,750
Dudley	Men 19,435 Women 20,740 Children 18,645	58,820	Class A 320 Class B 2,340 Class C 10,125	12,785	775
Worcester	Men 17,090 Women 21,620 Children 13,940	52,650	Class A 875 Class B 4,620 Class C 7,600	13,095	950
Halesowen	Men 9,830 Women 10,340 Children 9,240	29,410	Class A 120 Class B 1,620 Class C 4,570	6,310	220
Kidderminster	Men 9,060 Women 11,600 Children 6,910	27,570	Class A 320 Class B 1,865 Class C 4,540	6,725	550
Oldbury	Men 12,245 Women 12,865 Children 11,450	36,560	Class A 135 Class B 2,670 Class C 5,205	8,010	370
Yorks East Riding	Men 159,640 Women 175,200 Children 137,220	472,060	Class A 8,570 Class B 27,980 Class C 70,020	106,570	—†

† *Figures not available, as Hull telephones are under separate management from the National system.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Hull	Men 100,320 Women 108,575 Children 88,705	297,600	Class A 1,550 Class B 16,070 Class C 49,690	67,310	—†
Yorks North Riding	Men 155,650 Women 167,335 Children 131,275	454,260	Class A 9,750 Class B 24,880 Class C 62,770	97,400	5,200
Middlesbrough	Men 45,290 Women 43,940 Children 42,470	131,700	Class A 780 Class B 6,300 Class C 20,950	28,030	2,125*
Eston	Men 11,585 Women 10,370 Children 11,445	33,400	Class A 95 Class B 1,240 Class C 5,595	6,930	—*
Scarborough	Men 11,870 Women 18,760 Children 8,020	38,650	Class A 1,245 Class B 2,710 Class C 3,320	7,275	1,400
Thornaby-on-Tees	Men 7,385 Women 7,110 Children 7,245	21,740	Class A 65 Class B 990 Class C 3,505	4,560	—*
Yorks West Riding	Men 1,139,820 Women 1,274,400 Children 910,040	3,324,260	Class A 32,850 Class B 163,310 Class C 586,720	782,880	68,250
Barnsley	Men 24,270 Women 24,560 Children 22,250	71,080	Class A 450 Class B 3,245 Class C 11,525	15,220	900
Bradford	Men 99,750 Women 124,330 Children 64,420	288,500	Class A 2,350 Class B 17,980 Class C 53,970	74,300	8,025
Dewsbury	Men 18,130 Women 21,590 Children 13,410	53,130	Class A 270 Class B 1,520 Class C 11,690	13,480	1,120
Doncaster	Men 21,870 Women 21,340 Children 16,230	59,440	Class A 740 Class B 6,470 Class C 6,290	13,500	1,260
Halifax	Men 33,590 Women 42,620 Children 21,530	97,740	Class A 880 Class B 4,100 Class C 21,480	21,460	2,540

* *See note at end of table.*

† *Figures not available, as Hull telephones are under separate management from the National system.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Huddersfield	Men 39,610 Women 47,820 Children 25,570	113,000	Class A 910 Class B 3,980 Class C 23,680	28,575	3,170
Leeds	Men 161,550 Women 190,300 Children 122,950	474,800	Class A 5,400 Class B 26,750 Class C 82,000	114,150	12,480
Rotherham	Men 24,610 Women 23,365 Children 22,555	70,530	Class A 380 Class B 3,550 Class C 11,300	15,230	900
Sheffield	Men 175,050 Women 186,350 Children 154,000	515,400	Class A 4,590 Class B 30,125 Class C 80,675	115,390	10,575
Wakefield	Men 20,415 Women 21,600 Children 14,605	56,620	Class A 450 Class B 2,330 Class C 9,520	12,300	875
Batley	Men 11,390 Women 14,040 Children 8,820	34,250	Class A 135 Class B 850 Class C 7,850	8,835	640
Bingley	Men 6,750 Women 8,940 Children 4,410	20,100	Class A 205 Class B 1,100 Class C 3,945	5,250	400
Castleford	Men 8,090 Women 7,440 Children 7,760	23,290	Class A 75 Class B 910 Class C 3,795	4,780	330
Harrogate	Men 11,040 Women 18,610 Children 7,230	36,880	Class A 1,630 Class B 3,285 Class C 2,155	7,070	2,520
Keighley	Men 13,960 Women 16,970 Children 9,290	40,220	Class A 320 Class B 2,220 Class C 7,370	9,890	1,050
Morley	Men 7,810 Women 9,400 Children 5,930	23,140	Class A 115 Class B 505 Class C 5,160	5,780	470
Shipley	Men 9,900 Women 12,840 Children 6,570	29,310	Class A 520 Class B 1,980 Class C 4,970	7,470	1,175*

* *See Note at end of Table.*

ENGLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Spenborough	Men 10,470 Women 12,570 Children 7,330	30,370	Class A 165 Class B 700 Class C 6,910	7,775	—*
Todmorden	Men 8,080 Women 9,620 Children 4,980	22,680	Class A 160 Class B 1,225 Class C 4,870	6,255	280
Wombwell	Men 6,845 Women 5,960 Children 7,515	20,320	Class A 70 Class B 610 Class C 3,420	4,100	90
York City	Men 30,435 Women 34,045 Children 22,730	87,210	Class A 1,220 Class B 7,610 Class C 10,905	19,735	1,750

WALES

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Anglesey	Men 17,720 Women 20,040 Children 13,580	51,340	Class A 1,975 Class B 4,210 Class C 6,565	12,750	500
Brecknockshire	Men 21,540 Women 20,880 Children 17,760	60,180	Class A 1,775 Class B 4,100 Class C 7,250	13,125	480
Carnarvonshire	Men 42,120 Women 52,535 Children 29,245	123,900	Class A 4,310 Class B 9,150 Class C 16,470	29,930	2,500
Cardiganshire	Men 19,160 Women 23,960 Children 12,940	56,060	Class A 2,450 Class B 4,190 Class C 7,080	13,720	600
Carmarthen-shire	Men 62,040 Women 63,790 Children 54,270	180,100	Class A 3,765 Class B 16,100 Class C 20,310	40,175	1,550

* *See Note at end of Table.*

WALES—*Continued*

County or Town	Estimated No. of Families			Estimated No. of Families			Approx. No. of Telephone Subscribers
Llanelly	Men 13,180 Women 13,370 Children 11,120	37,670		Class A 330 Class B 4,465 Class C 3,395	8,190		650
Denbighshire	Men 55,225 Women 59,810 Children 44,985	160,020		Class A 3,350 Class B 8,715 Class C 23,040	35,105		2,800
Colwyn Bay	Men 6,190 Women 11,290 Children 4,350	21,830		Class A 910 Class B 1,400 Class C 2,150	4,460		550
Flintshire	Men 37,305 Women 41,540 Children 32,455	111,300		Class A 2,410 Class B 6,430 Class C 15,160	24,000		1,750
Glamorgan-shire	Men 444,965 Women 425,615 Children 409,820	1,280,400		Class A 13,065 Class B 66,665 Class C 189,930	269,660		19,500
Cardiff	Men 81,620 Women 82,510 Children 62,870	227,000		Class A 3,300 Class B 15,935 Class C 29,740	48,975		6,750
Merthyr Tydfil	Men 27,830 Women 25,980 Children 25,690	79,500		Class A 400 Class B 2,030 Class C 14,500	16,930		360
Swansea	Men 56,150 Women 57,860 Children 47,690	161,700		Class A 1,750 Class B 7,150 Class C 26,480	35,380		2,720
Aberdare	Men 18,900 Women 17,560 Children 17,410	53,870		Class A 325 Class B 1,800 Class C 9,205	11,335		290
Barry	Men 13,870 Women 13,650 Children 11,740	39,260		Class A 450 Class B 2,865 Class C 4,690	8,005		650
Caerphilly	Men 13,350 Women 12,085 Children 14,245	39,680		Class A 210 Class B 3,020 Class C 5,175	8,405		170
Gelligaer	Men 15,065 Women 13,165 Children 16,660	44,890		Class A 150 Class B 2,825 Class C 6,300	9,275		—*

* *See Note at end of Table.*

WALES—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Maesteg	Men 9,205 Women 8,150 Children 9,665	27,020		Class A 120 Class B 1,180 Class C 4,055	5,355		110
Mountain Ash	Men 14,130 Women 12,620 Children 14,830	41,580		Class A 150 Class B 2,300 Class C 5,980	8,430		90
Neath	Men 12,200 Women 12,055 Children 10,535	34,790		Class A 240 Class B 1,900 Class C 5,430	7,575		450
Ogmore & Garw	Men 10,065 Women 8,545 Children 10,520	29,130		Class A 100 Class B 1,645 Class C 3,970	5,715		40
Pontypridd	Men 15,580 Women 14,830 Children 15,540	45,950		Class A 250 Class B 2,890 Class C 6,400	9,540		400
Port Talbot		41,580					550
	This borough has been formed by the extensive adjustment of local boundaries since the 1921 Census, and details are therefore lacking for a satisfactory estimate.						
Rhondda	Men 53,665 Women 46,575 Children 53,780	154,020		Class A 450 Class B 8,980 Class C 22,280	31,710		350*
Merionethshire	Men 15,165 Women 18,040 Children 10,795	44,000		Class A 1,720 Class B 3,710 Class C 5,070	10,500		600
Montgomery-shire	Men 18,095 Women 18,780 Children 14,085	50,960		Class A 1,850 Class B 3,775 Class C 6,365	11,990		450
Pembrokeshire	Men 30,900 Women 32,940 Children 24,770	88,610		Class A 2,750 Class B 6,350 Class C 11,260	20,360		900
Radnorshire	Men 7,810 Women 8,455 Children 5,655	21,920		Class A 1,000 Class B 1,260 Class C 2,320	4,580		425

* *Telephone Exchange boundaries frequently do not coincide with those for local government purposes. In many instances local government areas are, either wholly or in part, served by Exchanges outside their limits, and in such instances it is impossible to apportion the figures accurately.*

SCOTLAND

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Aberdeenshire	Men 92,690 Women 111,720 Children 85,670	290,080	Class A 4,490 Class B 22,590 Class C 42,270	69,350	5,750
Aberdeen	Men 50,125 Women 63,685 Children 45,190	159,000	Class A 1,650 Class B 10,400 Class C 24,200	36,250	4,300
Argyllshire	Men 26,675 Women 32,395 Children 19,900	78,970	Class A 1,650 Class B 3,400 Class C 13,250	18,300	1,200
Ayrshire	Men 100,215 Women 114,630 Children 96,975	311,820	Class A 3,100 Class B 12,650 Class C 52,000	67,750	4,600
Ayr	Men 12,135 Women 14,760 Children 10,830	37,725	Class A 600 Class B 1,100 Class C 5,735	7,435	1,220
Kilmarnock	Men 12,365 Women 14,130 Children 11,110	37,605	Class A 220 Class B 1,000 Class C 7,130	8,350	720
Banffshire	Men 16,320 Women 18,920 Children 17,100	52,340	Class A 950 Class B 3,050 Class C 8,000	12,000	850
Berwick	Men 9,095 Women 10,490 Children 6,630	26,215	Class A 600 Class B 1,125 Class C 5,030	6,755	350
Bute	Men 5,110 Women 8,255 Children 4,735	18,100	Class A 315 Class B 920 Class C 2,765	4,000	500
Caithness	Men 8,040 Women 9,435 Children 7,245	24,720	Class A 450 Class B 1,240 Class C 4,410	6,100	350
Clackmannan	Men 10,540 Women 12,245 Children 9,410	32,195	Class A 320 Class B 960 Class C 6,420	7,700	200
Dumbarton-shire	Men 50,750 Women 53,865 Children 46,760	151,375	Class A 1,710 Class B 3,600 Class C 27,390	32,700	3,000

SCOTLAND—*Continued*

County or Town	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Dumbarton	Men 7,785 Women 7,665 Children 7,200	22,650	Class A 100 Class B 590 Class C 3,885	4,575	290
Clydebank	Men 16,660 Women 15,240 Children 15,880	47,780	Class A 75 Class B 865 Class C 8,820	9,760	400
Dumfriesshire	Men 24,290 Women 28,745 Children 21,040	74,075	Class A 1,650 Class B 3,200 Class C 12,650	17,500	1,650
East Lothian	Men 16,240 Women 17,855 Children 14,305	48,400	Class A 975 Class B 2,300 Class C 7,475	10,750	900
Fifeshire	Men 98,835 Women 106,195 Children 88,955	293,985	Class A 2,900 Class B 6,750 Class C 58,250	67,900	3,800
Dunfermline	Men 13,660 Women 13,780 Children 10,750	38,190	Class A 205 Class B 1,200 Class C 7,225	8,630	700
Kirkcaldy	Men 13,540 Women 15,875 Children 11,790	41,205	Class A 250 Class B 1,235 Class C 8,115	9,600	800
Forfarshire	Men 84,295 Women 111,955 Children 73,120	269,370	Class A 2,625 Class B 8,100 Class C 59,625	70,350	6,020
Dundee	Men 52,785 Women 72,280 Children 47,150	172,215	Class A 1,280 Class B 4,865 Class C 38,155	44,300	3,500
Inverness-shire	Men 26,155 Women 29,735 Children 20,145	76,035	Class A 1,450 Class B 4,425 Class C 12,125	18,000	1,100
Kincardine	Men 13,375 Women 15,590 Children 12,955	41,920	Class A 700 Class B 1,640 Class C 4,945	7,285	400
Kinross	Men 2,735 Women 3,070 Children 2,135	7,940	Class A 160 Class B 420 Class C 1,410	1,990	150

SCOTLAND—*Continued*

County or Town	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Kirkcudbrightshire	Men	11,410	34,895	Class A	1,100	8,410	350
	Women	14,065		Class B	2,170		
	Children	9,420		Class C	5,140		
Lanarkshire	Men	535,510	1,584,375	Class A	7,050	344,950	35,000
	Women	555,295		Class B	47,250		
	Children	493,570		Class C	290,650		
Glasgow	Men	361,450	1,060,570	Class A	4,500	239,750	26,000
	Women	387,900		Class B	31,000		
	Children	311,220		Class C	204,250		
Airdrie	Men	8,425	24,920	Class A	110	5,030	380
	Women	8,190		Class B	570		
	Children	8,305		Class C	4,350		
Coatbridge	Men	16,295	45,965	Class A	100	8,745	500
	Women	14,000		Class B	705		
	Children	15,670		Class C	7,940		
Hamilton	Men	14,005	41,235	Class A	150	7,815	525
	Women	12,970		Class B	675		
	Children	14,260		Class C	6,990		
Motherwell & Wishaw	Men	23,910	69,925	Class A	130	13,310	700
	Women	21,665		Class B	1,010		
	Children	24,350		Class C	12,170		
Rutherglen	Men	8,035	24,050	Class A	95	5,280	690
	Women	8,890		Class B	720		
	Children	7,125		Class C	4,465		
Midlothian	Men	169,675	512,815	Class A	6,850	122,700	17,800
	Women	207,030		Class B	24,125		
	Children	136,110		Class C	91,725		
Edinburgh	Men	141,210	428,445	Class A	5,900	103,600	15,700
	Women	178,375		Class B	22,100		
	Children	108,860		Class C	75,600		
Morayshire	Men	12,100	38,690	Class A	990	9,400	1,100
	Women	15,105		Class B	2,410		
	Children	11,485		Class C	6,000		
Nairn	Men	2,560	8,095	Class A	295	2,000	300
	Women	3,335		Class B	450		
	Children	2,200		Class C	1,255		

SCOTLAND—*Continued*

Town or County	Estimated Population, 1928			Estimated No. of Families			Approx. No. of Telephone Subscribers
Orkney	Men	7,610	21,980	Class A	250	5,600	150
	Women	8,815		Class B	900		
	Children	5,555		Class C	4,450		
Peeblesshire	Men	4,875	14,775	Class A	340	3,750	400
	Women	6,490		Class B	620		
	Children	3,410		Class C	2,790		
Perthshire	Men	41,915	124,095	Class A	2,925	31,000	2,200
	Women	51,680		Class B	6,180		
	Children	30,500		Class C	21,895		
Perth	Men	10,910	32,925	Class A	480	8,020	1,020
	Women	13,770		Class B	1,360		
	Children	8,245		Class C	6,180		
Renfrewshire	Men	98,215	291,390	Class A	2,240	63,000	7,500
	Women	105,375		Class B	6,760		
	Children	87,800		Class C	54,000		
Greenock	Men	28,050	79,205	Class A	485	15,360	1,180
	Women	26,000		Class B	1,120		
	Children	25,155		Class C	13,755		
Paisley	Men	28,550	88,140	Class A	385	19,055	1,550
	Women	33,980		Class B	3,650		
	Children	25,610		Class C	15,020		
Port Glasgow	Men	7,270	21,835	Class A	50	4,225	200
	Women	6,925		Class B	325		
	Children	7,640		Class C	3,850		
Ross & Cromarty	Men	22,400	66,350	Class A	960	15,400	500
	Women	25,950		Class B	3,150		
	Children	18,000		Class C	11,290		
Roxburghshire	Men	13,680	41,770	Class A	800	10,900	900
	Women	18,095		Class B	1,750		
	Children	9,995		Class C	8,350		
Selkirk	Men	6,785	20,400	Class A	290	5,300	600
	Women	8,960		Class B	750		
	Children	4,655		Class C	4,260		
Shetland	Men	8,170	22,940	Class A	150	5,550	125
	Women	10,390		Class B	510		
	Children	4,380		Class C	4,890		

SCOTLAND—*Continued*

Town or County	Estimated Population, 1928		Estimated No. of Families		Approx. No. of Telephone Subscribers
Stirlingshire	Men 54,850 Women 54,420 Children 50,830	160,100	Class A 1,500 Class B 4,800 Class C 27,900	34,200	2,500
Falkirk	Men 12,975 Women 12,085 Children 11,030	36,090	Class A 200 Class B 985 Class C 6,200	7,385	620
Stirling	Men 6,815 Women 7,930 Children 5,855	20,600	Class A 365 Class B 675 Class C 3,430	4,470	700
Sutherland	Men 5,590 Women 6,065 Children 3,880	15,535	Class A 295 Class B 1,280 Class C 2,425	4,000	150
West Lothian	Men 29,050 Women 25,415 Children 29,685	84,150	Class A 310 Class B 2,850 Class C 13,840	17,000	600
Wigtownshire	Men 9,270 Women 11,125 Children 8,375	28,770	Class A 930 Class B 1,625 Class C 4,145	6,700	500

NORTHERN IRELAND

(The figures below are either taken or calculated from the Census Report of 1926.)

County or Town	Population		Classified Families	
Antrim	Men 199,025 Women 231,370 Children 176,395	606,790	Class A 8,625 Class B 32,760 Class C 87,520	128,905
Belfast	Men 134,880 Women 159,830 Children 120,440	415,150	Class A 4,575 Class B 23,075 Class C 59,655	87,305
Armagh	Men 37,500 Women 40,650 Children 31,920	110,070	Class A 1,375 Class B 4,945 Class C 19,045	25,365

NORTHERN IRELAND—*Continued*

Town or County	Population		Classified Families	
Down	Men 71,145 Women 79,185 Children 58,900	209,230	Class A 4,435 Class B 11,215 Class C 31,155	46,805
Fermanagh	Men 21,620 Women 19,785 Children 16,580	57,985	Class A 1,255 Class B 2,080 Class C 9,650	12,985
Londonderry	Men 46,570 Women 51,045 Children 42,080	139,695	Class A 2,410 Class B 5,560 Class C 21,665	29,635
Londonderry	Men 13,960 Women 17,420 Children 13,780	45,160	Class A 600 Class B 1,650 Class C 6,415	8,665
Tyrone	Men 47,570 Women 46,690 Children 38,530	132,790	Class A 2,350 Class B 5,290 Class C 22,335	29,975

IRISH FREE STATE

(The figures below are either taken or calculated from the Census Report of 1926.)

Town or County	Population		Classified Families	
Leinster	Men 406,360 Women 412,355 Children 330,375	1,149,090	Class A 18,060 Class B 38,760 Class C 187,100	243,920
Dublin	Men 104,945 Women 118,095 Children 93,650	316,690	Class A 3,280 Class B 6,570 Class C 56,500	66,350
Munster	Men 349,685 Women 337,930 Children 282,285	969,900	Class A 12,520 Class B 35,470 Class C 149,420	197,410
Cork	Men 25,805 Women 30,080 Children 22,605	78,490	Class A 1,340 Class B 2,685 Class C 12,420	16,445

IRISH FREE STATE—*Continued*

Town or County	Population		Classified Families	
Limerick	Men 13,160 Women 14,450 Children 11,840	39,450	Class A 450 Class B 1,380 Class C 6,440	8,270
Waterford	Men 8,785 Women 10,050 Children 7,810	26,645	Class A 400 Class B 1,435 Class C 3,750	5,585
Connaught	Men 199,560 Women 186,570 Children 166,780	552,910	Class A 3,510 Class B 9,740 Class C 102,760	116,010
Ulster (3 counties)	Men 109,540 Women 102,115 Children 88,435	300,090	Class A 3,645 Class B 9,080 Class C 52,935	65,660

'The Daily Mail' and Monied Families

THE DAILY MAIL is the national daily newspaper of the "Class A" and "Class B" families, which form the backbone of the great purchasing public of Britain. By far the greater portion of its world's record daily net sale, in fact, goes directly into these better type homes. It is due to this great "quality" penetration rather than to record net sales alone that *The Daily Mail* exerts such an enormous result-producing influence on behalf of advertisers.

For the most part, readers of *The Daily Mail* have the money to spend on advertised products that appeal to them. Evidence of this there is in plenty. Through their systems of carefully checked results, national advertisers and publicity consultants can state from years of first hand experience that the extraordinary, nation-wide pulling power of *The Daily Mail* applies to every type of product, *irrespective of the price of the article being sold.*

SECTION II

CREATING NATIONAL DEMAND AND DISTRIBUTION

ZONES OF SALES CONTROL

The power of publicity in *The Daily Mail* to build up distribution at the same time as public demand has won full recognition for this national selling medium as "the greatest trade paper for all trades."

Experienced retailers in all districts appreciate the selling value of publicity in *The Daily Mail*. They know that products given prominence in its columns are assured of steadily increasing demand. They know that their enterprise in stocking and displaying the goods thus offered will be amply rewarded by extra trade.

Even before the advertisements are published, the fact that they are to appear in *The Daily Mail* is a particularly effective sales argument in obtaining trade business.

THE SUPREME FACTOR IN DEVELOPING TRADE

MUCH in advertising is theoretical. Sales policies, copy, presentation, all are open to debate. But there are no two opinions as to the chief medium to be used. Automatically *The Daily Mail* heads the list for every important national advertising campaign conducted in the British Isles.

The explanation lies entirely in results. Over a period of years, in campaign after campaign, *The Daily Mail* has won and maintained its supremacy as the greatest sales-creating force that has ever been known. Consistently it pulls more business per £1 spent in its columns than any other medium. How could this be otherwise when, amongst that gigantic section of the British public served by *The Daily Mail*, there is the greatest number of actual buyers of all classes of goods, from the most inexpensive of everyday needs to costly and highly specialised products. Results and results alone provide the reason why :—

Complete industries which embark on co-operative advertising schemes base their campaigns for the most part on publicity in *The Daily Mail*.

Practically, without exception, the important manufacturing and distributing houses allocate to *The Daily Mail* by far the largest proportion of their press advertising expenditure.

The leading London stores make widest use of *The Daily Mail*, particularly the famous front page, to sell their merchandise in even the remotest parts of Britain. Quite recently their insistent demands for space made necessary the extension of "the nation's shop window" to a second page every Monday.

> The financial houses use *The Daily Mail* as the means of reaching the bulk of the investing public with every prospectus of note.
>
> The great banks and insurance companies use *The Daily Mail* extensively to extend their clientele among the middle and upper class families of Britain.
>
> The chief holiday resorts use *The Daily Mail* to attract worth-while visitors from all parts of the country. Actually, at the close of the 1929 holiday season no less than forty-six resorts paid tribute to the "maker of Successful Seasons."

In fact, it might be said that in *every* section of trade and commercial enterprise now using publicity to develop business throughout Britain, *The Daily Mail* is looked upon and used as far and away the foremost national publicity medium. The firms concerned, which include the greatest and most ably directed business organisations in the land, know full well that the enormous permanent increase in turnover produced by adequate and consistent advertising in *The Daily Mail* could not be achieved by any other means. Such is their confidence in its pulling power, in practically every instance national advertisers devote the bulk (in some cases the entire amount) of each year's press advertising expenditure to *The Daily Mail*.

Greatest Force in Co-operative Advertising

By subscription to a general fund and launching co-operative advertising campaigns, primarily in *The Daily Mail*, individual firms comprising entire industries have come to appreciate the extraordinary power of publicity in what is literally a national buying guide.

In this form of educative propaganda, outlining the general advantages or uses of the product, such vast response on the part of a great and influential public is brought about, that this reacts through all trade channels to the benefit of all the manufacturers or distributors concerned. Where this type of advertising is applicable

to an industry, and manufacturers are so situated that a bulk increase in business benefits all, it is a class of selling propaganda which proves the most powerful and the most economical in the world. Concrete records exist to show that this form of co-operative advertising has given new life to depressed industries and, in an incredibly short time, placed them once again in a thoroughly prosperous and still rising position.

The list of recent co-operative campaigns conducted for the most part with the aid of intensive propaganda in *The Daily Mail* includes 'Eat More Fish,' which in the first seven months produced £1,000,000 of extra business for the industry, the remarkably successful 'Eat More Bread' series and 'Buy British Cars,' which has played so big a part in influencing buyers in favour of the home product.

The Two-fold Power of 'The Daily Mail'

Individual national advertisers in all types of businesses turn to *The Daily Mail* as the basis upon which to formulate their advertising plans. They spend the bulk of their appropriations in its columns for the simple reason that publicity in this supreme national medium represents the swiftest and most economical method of sales promotion. Even to the outside observer it is not difficult to imagine the enormous trade stimulating effect of a selling campaign which, through this one newspaper, is conducted in nearly 2,000,000 better class homes throughout the entire country, and covers every town and village of England, Scotland, Ireland and Wales.

Then again, over a period of many years the complete confidence of the public to buy goods advertised in *The Daily Mail* has been established by a rigorously enforced system of advertising censorship and guarantees.

But it is not only in building and maintaining nation-wide demand for any and every kind of product that *The Daily Mail* proves invaluable to advertisers. The effect of publicity in its columns is just as far-reaching in developing national distribution among retail shopkeepers. This applies in particular where goods are obtainable only over the counter.

CHART OF RETAIL TRADERS

Showing the number of Shops in Specified Trades in the British Market.

Traders	England and Wales	Scotland	North Ireland	I.F. State	Total
Bakers	18,985	2,515	200	570	22,270
Booksellers	3,780	360	150	240	4,530
Boot and Shoe Dealers....	42,795	3,685	730	1,000	48,210
Builders	22,402	760	150	118	23,430
Builders' Merchants	1,790	140	50	70	2,050
Chemists	10,170	1,390	280	480	12,320
Confectioners	43,415	5,900	735	850	50,900
Cycle Dealers	9,400	940	200	340	10,880
Dairies	16,010	2,750	250	—	19,010
Drapers and Hosiers	37,895	3,950	1,250	1,460	44,555
Electrical Supplies	2,940	290	40	70	3,340
Fruiterers & Greengrocers	25,600	2,280	240	59	28,209
Furniture Dealers	7,620	720	140	180	8,660
Grocers & Prov. Dealers	61,370	7,900	2,485	4,430	76,185
Hairdressers	20,675	2,040	370	450	23,535
Hardwaremen	13,710	1,660	355	710	16,435
Jewellers	5,820	580	165	250	6,815
Licensed Premises (Off Licences)	22,188	2,735	161	892	25,976
Licensed Premises (On Licences)	78,767	5,915	2,804	13,045	100,531
Motor Engineers	15,400	1,620	310	420	17,750
Musical Instrument Dealers	1,570	140	30	45	1,785
Music Sellers	1,605	170	25	30	1,830
Newsagents	22,125	3,025	490	610	26,250
Nurserymen	3,619	282	18	14	3,933
Painters and Decorators	16,383	1,560	210	320	18,473
Photographers	3,430	220	75	90	3,815
Plumbers....	12,912	1,270	130	260	14,572
Tailors	20,402	2,580	180	130	23,292
Tobacconists	16,915	1,350	315	760	19,340
Wireless Dealers	4,670	420	70	90	5,250

If allowance be made for general stores or other retail establishments trading in various commodities, the number of dealers under many of these headings must be greater than is here indicated.

The Chain Stores Example

The chain stores who are themselves manufacturers, wholesalers and retailers combined, are in a notably strong position, through their shop managers' reports, to judge the immediate effect of *Daily Mail* publicity in attracting the public to their establishments. It is significant, therefore, that a vast amount of the appropriations of these concerns is, year in year out, spent in *The Daily Mail*. The leading provision stores with shops in the principal towns throughout the country are notable in this respect.

Such firms know that the influence of *The Daily Mail* is so great in all towns and all districts, north, south, east and west of Britain, that their advertisements of products, coupled with the recommendation to the public to shop at their local branches is the most powerful sales aid they can employ. But in the majority of instances, where the manufacturers and distributors are not in direct contact with the actual consumers, it rests with urgent repeat orders to show that *The Daily Mail* is 'clearing the shelves'; and with new accounts opened to indicate the widespread nature of the demand.

Even before the advertising commences it is possible to secure increased trade demand for a product on the promise of advertising support in *The Daily Mail*. This applies alike to existing lines and to new products shortly to be announced to the public.

The Retailer's Point of View

Enterprising retailers *know* that if a product is being advertised to any extent in *The Daily Mail*, stocks of that product ***must*** be laid in to meet the public demand which will inevitably follow. They have time and time again experienced the effect such publicity has on demand in their particular districts and know that it is in their own best interests to follow *Daily Mail* advertising. Alternatively, the trade will go to their competitors.

Valuable as this trade influence is in the case of an old established brand, it is particularly so when a new line is being marketed. A well produced folder illustrated with the actual advertisements booked to appear in *The Daily Mail* forms a powerful inducement

to the retailers to stock up the goods concerned. A trade appeal of this nature is recognised as the finest aid to securing the necessary initial distribution in advance of the appearance of the first announcement in the paper.

Instances have been disclosed where profits on trade orders, following the use of such propaganda, have paid the cost of big advertisements in *The Daily Mail* well before the dates scheduled for their publication.

In other directions, too, publicity in *The Daily Mail* plays a vital part in marketing. Quite apart from stocking the goods the retailer appreciates the importance of linking up his premises with advertising campaigns in *The Daily Mail*.

Securing the Co-operation of the Dealer

Publicity in this recognised greatest national selling medium is a strong inducement to the dealer to devote window and counter space to the product thus advertised. Enterprising retailers also appreciate the value of giving prominence to reproductions of the actual advertisements as supplied by the manufacturers concerned. In the form of display material, to exhibit in or on their premises, they know that it must attract custom.

Broadly speaking, this applies to any campaign of appreciable dimensions in *The Daily Mail*, particularly so when the famous front page is used—the page which is quoted in business circles as "The finest marketing space in the world."

When special price sampling offers and similar brief-period schemes are announced to the public through *The Daily Mail*, in street after street are displayed reprints of the advertisement with some specially printed message to attract the business to the shops concerned.

To commence a campaign by listing the names and addresses of stockists in a striking advertisement in *The Daily Mail* is another recognised, sound method of building trade business and goodwill. Certain national advertisers have adopted this plan with considerable success in instances where the products are of such a nature that demonstrations by the dealers are helpful in turning enquiries into orders.

The same method is also applied to special window and showroom displays, the public being invited to see them at the addresses listed in *The Daily Mail*. With specialised products, where distribution is often confined to one or two leading dealers per district, it is recognised that there is no more effective means of securing the co-operation of picked retailers and at the same time promoting sales and enquiries.

The finest aid to Salesmen

Retailers have so often experienced the power of *The Daily Mail* to create demand in their own localities that the travelling salesman can offer them no stronger inducement to buy than the promise of consistent advertising support in that paper. Even with well established brands, representatives who can show advance proofs of new advertisements about to appear in *The Daily Mail* are likely to secure repeat orders for larger quantities than usual.

For these reasons it is the usual practice for sales managers to keep every traveller posted with details of forthcoming announcements in *The Daily Mail*. Incidentally, it invariably proves the rule that the dates the advertisements appear in the paper and the days immediately after are best for booking trade orders and opening new accounts.

The salesmen are also encouraged to note in their reports trade comments, often quite uninvited, on the immediate effect on sales of the firm's latest advertisement in *The Daily Mail*. This often proves an excellent guide as to the value of any particular piece of copy.

Again to generalise, almost without exception advertisers in *The Daily Mail* whose products are sold through dealers have some definite system of sales organisation, either by means of agents for certain localities or travellers working specified territories.

Sales and Distributing Zones

Many and varied factors enter into the division of the country into smaller and handier sales areas. Probably no two sales managers arrange their selling zones in exactly the same way, either as to the

number of zones or their delineation. Each one is influenced by the product he is selling, the number of salesmen at his disposal, the part of the country he is operating from, and so on.

The zones outlined in the following pages are, therefore, to be regarded only as broad divisions, the data being so arranged that most of them can either be broken up into smaller, or amalgamated to make larger ones to fit in with the plans of the sales or advertising executive using them.

The factors which are considered in the outlining of these zones were—the size, extent and population of each area ; its industrial, economic and natural characteristics ; its travelling and transport facilities ; the proximity and influence of large industrial centres in certain instances and of large ports in others.

In each zone is noted the daily penetration of *The Daily Mail*, and the amazing number of homes reached through this one paper represents the bulk of the better-class households in the territories concerned. It is because of this gigantic daily net sale covering every town and village of England, Scotland, Ireland and Wales, the unrivalled selling influence of the paper among families with means to buy and its unique effectiveness in building distribution, that *The Daily Mail* alone is a complete national advertising campaign.

Enterprising Retailers in every district have no hesitation in giving prominence to reprints of advertisements in *The Daily Mail*, particularly front page announcements. They know that such displays bring custom.

ZONE No. I

THE METROPOLITAN ZONE

FOR practical purposes the Metropolis now includes the entire Counties of London and Middlesex, a large part of Surrey, together with relatively small, but densely populated, sections of Essex and Kent, and the southern edge of Hertfordshire. London is, of course, a shopping and social centre for a much larger area than that just described, but within the limits here mentioned are to be found all the typical suburbs and the majority of those who travel daily into the Metropolis to work.

The importance of this Zone for marketing purposes can hardly be over-estimated. Its shopping districts are visited by all foreign and colonial visitors and are habitually used by well-to-do folk in country districts, who may only pay occasional visits to London. The more wealthy members of this class maintain town houses, as well as their country homes, and actually reside in the Metropolis for considerable periods each year. Here, too, are the great clubs with national memberships, the famous theatres and hotels, the headquarters of the big banks and business houses of the country, and the Inns of Court, the Law Courts and the central offices of the great Departments of State.

The Map indicates the extent of the Metropolitan Zone.

'DAILY MAIL' PENETRATION

In the counties of London, Middlesex, Essex, Surrey, and Kent, *The Daily Mail* has an approximate daily net sale of 619,001 copies. Proportionate to the number of families (last census figures) this represents 1 in every 3·6 homes.

In every line of professional work the tendency is for the leading specialists to come to London. Harley Street and its immediate neighbourhood, for example, are crowded with physicians and surgeons of international repute ; and there are also quarters where great law firms abound. Nearly every branch of business and finance has some section of the area with which it has for generations been associated. There are meat and fish markets, produce markets, fruit and vegetable markets, and docks which still handle a greater quantity of goods than do any of the other ports of the United Kingdom.

Because of the unique characteristics of the London area as the centre of national life, its importance as a manufacturing territory is sometimes insufficiently appreciated. Yet, quite apart from its terminal facilities as the hub of the railway systems of the country, it has at Stratford great railway works which would make the name of a provincial town. In other branches of industry also London possesses a great number of factories of various types, the individual importance of which is apt to be overlooked by the casual student of the area.

As a matter of fact, the demand of the Metropolitan territory for raw materials, machinery and tools, accessories and factory requirements generally, is of enormous proportions. Its value as a market for consumption goods is even greater than the statistics of population suggest, for much of the luxury buying of the whole United Kingdom is done through the great London stores, and the purchases of tourists and visitors far exceed those made by holiday-makers during the season in a large resort town by the sea.

In addition to the numerous wealthy residential areas, there are a variety of middle-class suburbs catering specially for people of steady income, such as permanent civil servants, responsible officials of insurance, banking and commercial companies, etc.; and the aggregate buying capacity of these areas is very great indeed. Finally, there is an enormous working-class population. And all these varied markets are located in a small densely populated territory, linked together by a system of trams, buses, "tubes" and suburban railways unequalled anywhere else in the world.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Metropolitan area is about 16·7 per cent. of the total population of the British Isles. For reasons already given, its spending power is proportionately greater than this.

County	Men	Estimated Nos. of Women	Children	Total Population
London	1,472,005	1,817,665	1,179,330	4,469,000
Middlesex	463,610	574,490	382,560	1,420,660
Essex (part)	318,090	362,560	292,670	973,320
Herts (part)	40,710	49,730	32,770	123,210
Kent (part)	101,600	121,200	83,850	306,650
Surrey (part)....	276,670	355,660	212,660	844,990
Totals	2,672,685	3,281,305	2,183,840	8,137,830

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in London & Middlesex	Other portions of Zone	Entire Territory	Per Cent. of Whole
Class A	95,660	40,955	136,615	6·9
Class B	321,530	210,020	531,550	26·9
Class C	1,038,010	268,905	1,306,915	66·2
Total families	1,455,200	519,880	1,975,080	100·0

BIRTHS AND MARRIAGES

There were 130,420 births and 70,751 marriages in the Metropolitan Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Metropolitan Zone.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
341,930	332,715	755,960	753,235	2,183,840

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
2,058	268	1,275

SCHOOL ATTENDANCES

Whole Time		Part Time	Totals
Under 16	Over 16		
1,427,925	46,775	63,765	1,538,465

YOUTHS & GIRLS

It is estimated that there are 213,740 youths and 235,970 girls between the ages of 16 and 18 years in the Metropolitan Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
Agriculture	Male	56,000	2·1	—
Industrial				
Metal Working	Male	216,000	8·1	—
Building Trades	Male	154,000	5·8	—
Wood and Furniture Trades	Male	115,900	4·3	—
Dress and Textile Goods	Male	69,600	2·6	—
	Female	151,500	—	4·6
Food, Drink and Tobacco Trades	Male	42,800	1·6	—
	Female	25,800	—	0·8
Paper and Printing Trades	Male	64,300	2·4	—
	Female	36,100	—	1·1
General Labourers	Male	142,000	5·3	—
Professional and Public Services				
Professional Practice	Male	84,100	3·1	—
	Female	88,900	—	2·7
Public Services	Male	120,000	4·5	—
Transport				
Railways	Male	55,000	2·0	—
Road Transport	Male	152,000	5·7	—
Water Transport	Male	65,100	2·4	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	95,400	3·5	—
	Female	19,100	—	0·6
Sales and Shop Assistants	Male	99,000	3·7	—
	Female	77,800	—	2·4
Warehousemen, Packers, etc.	Male	54,800	2·0	—
	Female	30,200	—	0·9
Clerks, Typists, etc.	Male	189,900	7·1	—
	Female	161,600	—	4·9
Domestic Servants	Female	298,400	—	9·0

INDUSTRIAL AND ECONOMIC STATUS OF THE METROPOLITAN ZONE

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are:—

(I) Its importance as a purely industrial area. This is amply demonstrated by the statistics of employment in a number of industries. In many instances the workers employed in the Metropolis are among the best paid men and women in their respective occupations.

(II) The high proportion of domestic servants, which, in spite of the presence of a huge working-class population, compares not unfavourably with that of high-class holiday areas. London is, in fact, one of the greatest of holiday centres, but its hotels and boarding houses cater also for a vast number of regular business visitors whose patronage is little affected by the changes of fashion and popularity as compared with ordinary resort towns.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

London	166,850
Middlesex	68,450
Essex (part)	37,540
Herts (part)	1,575
Kent (part)	8,130
Surrey (part)	50,000
Total	332,545

(III) The extent of agricultural employment in the immediate vicinity of the Metropolis. Only the greatness of London's population makes this industry seem relatively insignificant and it is to be remembered that much of the cultivation is intensive market gardening, entailing a higher degree of skill and a higher rate of wages than the agricultural worker obtains elsewhere.

STATISTICS OF MOTOR VEHICLES, 1928

PARTS of Essex, Herts, Kent and Surrey are included in other Zones, and adjustments in the figures have been made accordingly.

County	Numbers Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
London	88,849	44,933	45,311	15,552
Middlesex	41,192	24,542	8,847	1,436
Essex (part)	18,477	16,749	6,129	1,413
Herts (part)	1,262	962	484	90
Kent (part)	4,710	3,495	1,450	400
Surrey (part)....	39,392	21,340	7,651	1,814
Totals	193,882	112,021	69,872	20,705

FACTORIES, WORKSHOPS, ETC., IN THE METROPOLITAN ZONE

THE figures given below relate to the Factory Districts of Central, East, North-East, North, North-West, West and South London, together with, those of Finsbury and Woolwich in London, and those of South Essex, Croydon and Richmond in the outer areas of the Zone. Districts with headquarters within the County of London have jurisdiction, of course, over a large number of the factories in the Outer Ring. Boundaries of Factory Districts do not necessarily coincide with those of the Zone, but the differences, where they occur, are not considered of sufficient importance to interfere seriously with the value of the statistics given as an index to the industrial activities of the Zone.

Class of Premises	Numbers in 1928 in		Totals
	Districts with Headquarters in County of London	Districts with Headquarters in Outer Areas	
Textile Factories	142	31	173
Non-Textile Factories	23,286	5,074	28,360
Workshops	22,197	3,876	26,073
Docks, Wharves and Quays (not forming part of Factories)	675	91	766
Warehouses (ditto)	825	10	835
Totals	47,125	9,082	56,207

NUMBER OF SHOPS IN SPECIFIED TRADES IN THE METROPOLITAN ZONE

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 126,150.

Class of Shop	Estimated Nos. in		
	London and Middlesex	Kent, Surrey, Essex, Herts in Metropolitan Area	Entire Territory
Bakers	2,605	1,290	3,895
Boot and Shoe Dealers and Repairers	5,830	2,715	8,545
Chemists	1,590	480	2,070
Confectioners	6,450	2,295	8,745
Dairies	2,590	1,025	3,615
Drapers and Hosiers	4,230	1,830	6,060
Grocers and Provision Dealers	5,930	2,970	8,900
Hairdressers	3,010	975	3,985
Hardwaremen, Ironmongers and Oilmen	2,205	875	3,080
Newsagents and Stationers	3,260	1,140	4,400
Tobacconists	3,420	905	4,325
Totals	41,120	16,500	57,620

NUMBER OF LICENSED PREMISES IN METROPOLITAN ZONE, 1928

PARTS of Essex, Herts, Kent and Surrey are included in other Zones, and adjustments in the figures have been made accordingly.

County	No. of On-Licences	No. of Off-Licences	Total
London	5,707	2,135	7,842
Middlesex	1,065	600	1,665
Essex (part)	449	343	792
Herts (part)	305	41	346
Kent (part)	462	124	586
Surrey (part)	1,041	470	1,511
Totals	9,029	3,713	12,742

POPULATION, MARKET DAYS, EARLY CLOSING DAYS AND DISTANCES FROM LONDON OF URBAN AREAS IN THE METROPOLITAN ZONE

METROPOLITAN Boroughs within the County of London are not treated as separate Urban Areas, but Boroughs and Urban Districts in the adjoining Counties are included in the same way as are similar areas in the Provinces. In many instances such Boroughs and Urban Districts are purely suburban in character, as, for example, Hornsey and Tottenham.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Acton	64,870	Middlesex	5	—	Wednesday
Barking	40,870	Essex	8	Saturday	Thursday
Barnet	13,970	Herts	10	Wednesday	Thursday
Barnes	38,820	Surrey	5	—	Wednesday
Beckenham	36,460	Kent	10	—	Wednesday
Bexley	26,650	Kent	10	—	Thursday
Brentford & Chiswick	58,370	Middlesex	11	Tues. & Sat.	Thursday
Bromley....	40,830	Kent	10	Thursday	Wednesday
Buckhurst Hill	5,496	Essex	10½	—	Wednesday
Bushey	10,010	Herts	13	—	Wednesday
Carshalton	21,910	Surrey	11	—	Wednesday
Caterham	13,060	Surrey	18	—	Wednesday
Chertsey	16,160	Surrey	22	—	Wednesday
Cheshunt	14,420	Herts	14	—	Thursday
Chingford	14,710	Essex	10	—	Thursday
Chislehurst	9,385	Kent	11	—	Wednesday
Croydon....	216,600	Surrey	10	Thurs. & Sat.	Wednesday
Dartford	27,410	Kent	17	Saturday	Wednesday
Ealing	98,660	Middlesex	6	—	Wednesday
East Ham	145,400	Essex	4	—	Thursday
Edmonton	74,460	Middlesex	9	—	Thursday
Enfield	64,910	Middlesex	10	Saturday	Wednesday
Epsom	26,080	Surrey	14	Saturday	Wednesday
Erith	33,170	Kent	14	—	Thursday
Esher & Dittons	15,410	Surrey	14½	—	Wednesday
Feltham....	7,747	Middlesex	14½	—	Wednesday
Finchley	53,270	Middlesex	7	—	Thursday
Gravesend	33,990	Kent	24	Saturday	Wednesday
Hampton	12,030	Middlesex	18	—	Wednesday
Harrow	23,050	Middlesex	11	—	Wednesday

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, ETC.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Hendon	80,220	Middlesex	7	—	Wed. Thurs.
Hornsey....	87,280	Middlesex	4	—	Thursday
Hounslow (Heston & Isleworth)	59,730	Middlesex	13	—	Wednesday
Ilford	113,500	Essex	7	—	Thursday
Kingston	38,420	Surrey	12	Monday	Wednesday
Leatherhead	6,445	Surrey	17	—	Wednesday
Leyton	130,300	Essex	5	—	Thursday
Loughton	6,787	Essex	12	—	Thursday
Northfleet	17,120	Kent	16	—	Wednesday
Richmond	36,610	Surrey	10	—	Wednesday
Rickmansworth	9,355	Herts	21	Thurs. & Sat.	Wednesday
Romford	26,680	Essex	12	Wednesday	Thursday
Sidcup	10,110	Kent	12	—	Thursday
Southall....	35,340	Middlesex	9	—	Wednesday
Southgate	47,040	Middlesex	7	—	Thursday
Staines	7,893	Middlesex	19	—	Thursday
Teddington	22,000	Middlesex	12	—	Wednesday
Tottenham	153,800	Middlesex	5	—	Thursday
Twickenham	35,080	Middlesex	11	—	Wednesday
Uxbridge	13,920	Middlesex	16	Thursday	Wednesday
Wallington (with Beddington)	20,260	Surrey	13	—	Wednesday
Waltham	7,084	Essex	13	Tuesday	Thursday
Walthamstow	122,400	Essex	6	—	Thursday
Walton-on-Thames	15,280	Surrey	17	—	Wednesday
Wanstead	17,410	Essex	7	—	Thursday
Watford....	54,460	Herts	17	Tuesday	Wednesday
Wealdstone	20,040	Middlesex	11	—	Wednesday
Wembley	32,710	Middlesex	6	—	Wednesday
Weybridge	6,473	Surrey	19	—	Wednesday
Willesden	167,700	Middlesex	5½	—	Thursday
Wimbledon	59,070	Surrey	7	Thursday	Wednesday
Woking	29,130	Surrey	24	—	Wednesday
Woodford	22,100	Essex	9	—	Thursday
Wood Green	52,750	Middlesex	5	—	Thursday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known
Central Metropolitan Companies		
Brompton		10,818
Charing Cross		—
Chelsea		6,617
City of London		18,860
County of London		122,000
Kensington		7,230
London		5,406
Metropolitan		34,465
Notting Hill		10,585
St. James'		5,170
South London		9,923
South Metropolitan		15,596
Westminster		17,920
Other Undertakings		
Barking Town	40,000	2,679
Barnes	38,000	7,890
Barnet	11,770	1,810
Battersea	167,700	8,600
Beckenham	38,000	5,820
Bermondsey	126,000	5,521
Bethnal Green	117,240	3,510
Bexley	27,000	2,575
Brentford	17,000	1,311
Bromley	40,000	3,750
Caterham	21,500	1,087
Chingford	9,480	2,050
Chislehurst	9,000	370
Chiswick	41,000	4,760
Croydon	206,000	24,640
Dartford	27,900	1,618
Ealing	80,000	10,000
East Barnet Valley	13,500	1,710
East Ham	149,200	6,825
Edmonton	66,800	3,110
Egham	57,700	4,260
Enfield	60,750	2,350
Epsom	23,700	2,475
Erith	33,100	2,550
Finchley	53,800	8,500
Friern Barnet	17,400	1,590
Fulham	157,900	13,215
Gravesend	46,900	4,100
Hackney	222,100	12,070
Hammersmith	170,000	13,110
Hampstead	86,200	16,320
Harrow	22,000	4,810
Hendon	97,000	18,510
Hendon Rural Dis't	10,760	2,295
Heston & Isleworth	50,000	4,885
Hornsey	87,700	7,650
Ilford	120,000	17,410
Islington	330,800	14,625
Kingsbury	1,850	1,340
Kingston	40,000	5,765
Leatherhead	20,000	2,190
Leyton	128,400	7,500
Northwood	9,200	2,023
Pinner	16,000	3,700
Poplar	162,600	7,520
Richmond	35,600	6,560
Rickmansworth	12,000	900
St. Marylebone	103,500	18,790
St. Pancras	206,000	13,170
Shoreditch	104,300	7,130
Sidcup	8,950	975
Southgate	39,120	8,100
Southwark	175,000	2,410
Stepney	249,700	18,700
Stoke Newington	50,700	3,885
Surbiton	19,500	2,744
Sutton	—	11,250
Tottenham	146,700	5,080
Twickenham	95,000	9,950
Uxbridge	70,000	4,229
Waltham Abbey	6,850	140
Walthamstow	129,400	5,600
Watford	58,000	10,355
Wembley	16,200	10,440
West Ham	320,000	10,460
Weybridge	6,800	1,290
Willesden	177,000	14,600
Wimbledon	100,000	19,540
Woking	60,400	4,880
Wood Green	50,700	3,540
Woolwich	141,400	3,815

ZONE No. II

THE SOUTH COAST

IN this Zone are included all the South Coast counties served by the Southern Railway system—*viz.*, Kent (except the portion suburban to London), Sussex, Hampshire, the Isle of Wight and Dorset—together with the western and southern portions of Surrey. Without doubt a very considerable number of residents in the Zone travel daily to and from London for business purposes, but no part of the territory can be classified as a "dormitory" area in the sense in which this term is sometimes applied to the suburban districts surrounding the Metropolis.

Notwithstanding the presence of two great ports—Portsmouth and Southampton—the Zone is essentially a resort and residential area. Right the way round from Sheerness, on the shores of northern Kent, to Lyme Regis, almost on the borders of Devon, the coast is dotted with thriving seaside towns. Some of these—Bournemouth, Brighton, Eastbourne and Hastings—are great County Boroughs; others, such as Dover, Folkestone and Weymouth, combine the functions of pleasure towns and busy Channel ports. Even within the County Borough of Portsmouth the Southsea area justly ranks high among seaside resorts for the family man. It should be added

'DAILY MAIL' PENETRATION

In Dorset, Hants, Isle of Wight and Sussex, *The Daily Mail* has an approximate daily net sale of 115,218 copies. Proportionate to the number of families (last census figures) this represents 1 in every 3·86 homes. The complete counties of Kent and Surrey are dealt with in Zone I. (See page 95).

that visitors to the Zone are by no means exclusively drawn from London and the southern manufacturing towns, but from the whole country. Every type of holiday-maker is catered for, and the amount of money brought into the area during the summer is beyond computation. What is certain is that there is a huge holiday expenditure by a vast number of persons of all social grades, and that the annual turnover of businesses which benefit by the seasonal influx is out of all proportion to the size of the permanent population.

Reference has already been made to Portsmouth and Southampton. The former has a great naval station and dockyard, the latter is a commercial port of the first rank. In and around both ports are the engineering works and subsidiary industries associated with shipping centres. Southampton is a terminal port for a number of trans-Atlantic liners serving both North and South America, and for the mail steamers to South Africa, and for various steamship lines to India and the East. An enormous volume of miscellaneous trade also passes through this port. These two great towns are by no means the only industrial centres in the Zone, although they are commercially the most important.

In agriculture and farming, the Zone is especially notable for the hop fields and orchards of Kent, the sheep-rearing on the Downs, and a very considerable development of market gardening for the London market.

Aldershot is the headquarters of one of the great military "Commands" of the country. Farnborough and Frimley also are centres for the fighting services.

Of the Zone as a whole it may be said that the average spending capacity of its permanent residents will compare favourably with that of any other territory in the United Kingdom, while probably no other section of the country receives so many visitors with so much money to spend during the holiday months of the year.

CLASSIFIED POPULATION AND FAMILIES

THE population of the South Coast Zone is about 6·4 per cent. of the total population of the British Isles. The Zone's proportion of the national purchasing power is, however, well above this level, as will be seen from the high proportion of families classified under headings A and B.

County	Estimated Nos. of Men	Women	Children	Total Population
Dorset....	83,340	95,495	60,825	239,660
Hampshire	340,760	380,180	260,370	981,310
Isle of Wight	28,300	37,660	20,390	86,350
Kent (part)	294,750	339,425	234,275	868,450
Surrey (part)....	72,700	87,800	52,500	213,000
Sussex....	236,745	330,355	181,810	748,910
Totals	1,056,595	1,270,915	810,170	3,137,680

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Dorset, Hants, and Isle of Wight	Other portions of Zone	Entire Territory	Per cent of whole
Class A	29,315	47,120	76,435	10·8
Class B	104,680	150,960	255,640	36·2
Class C	164,100	209,605	373,705	53·0
Total Families	298,095	407,685	705,780	100·0

BIRTHS AND MARRIAGES

There were 47,564 births and 22,812 marriages in the South Coast Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the South Coast Zone.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
127,705	124,050	283,035	275,380	810,170

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,777	143	1,120

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
476,895	19,130	15,545	511,570

YOUTHS AND GIRLS

It is estimated that there are 79,155 youths and 80,470 girls between the ages of 16 and 18 years in the South Coast Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	153,300	14·5	—
Industrial				
Metal Working	Male	74,500	7·0	—
Building Trades	Male	59,200	5·6	—
Wood and Furniture Trades	Male	38,000	3·6	—
Dress and Textile Goods	Male	13,500	1·3	—
	Female	27,000	—	2·1
General Labourers	Male	61,100	5·8	—
Professional and Public Services				
Professional Practice	Male	28,500	2·7	—
	Female	38,600	—	3·0
Public Services	Male	104,000	9·8	—
Transport				
Railways	Male	16,400	1·6	—
Road Transport	Male	41,100	3·9	—
Water Transport	Male	25,300	2·4	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	38,400	3·6	—
	Female	8,700	—	0·7
Sales and Shop Assistants....	Male	33,000	3·1	—
	Female	32,000	—	2·5
Clerks, Typists, etc.	Male	34,000	3·2	—
	Female	28,800	—	2·3
Domestic Servants	Female	149,300	—	11·7

*AGRICULTURE: Excluding Surrey, the greater part of which is included in the Metropolitan Zone, the total area occupied by the South Coast Zone amounts to approximately 3,574,660 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 2,292,025 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS OF THE SOUTH COAST ZONE

IN the subjoined table are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males and females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other Zones of different size and character.

Features of special interest in this Zone are:—

(I) The exceptionally high proportions of domestic servants, testifying both to a high standard of domestic comfort in the residential towns, such as Bournemouth, Brighton, Hastings, Worthing, etc., and also to the presence of a large number of good class hotels and boarding houses.

(II) The large military and naval populations centred around Aldershot and Portsmouth respectively, in the western half of the territory, and around Chatham and Sheerness in the Kent section. The existence of these great Government establishments exercises a very favourable influence upon the general trade of these localities.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Dorset	11,650
Hampshire	36,870
Isle of Wight	4,350
Kent (part)	35,650
Surrey (part)	11,000
Sussex	34,450
Total	133,970

(III) The character of the agriculture of the territory which, in addition to the usual crops of the United Kingdom, specialises, particularly in Kent, in hops, orchards and small fruit. The sheep farming on the Downs is also of the first importance. The territory on the whole is exceptionally rich in an agricultural sense.

STATISTICS OF MOTOR VEHICLES, 1928

PARTS of Kent and Surrey are included in the Metropolitan Zone, and adjustments in the figures have been made accordingly.

County	Nos. Licensed: Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Dorset	7,644	7,091	2,476	883
Hampshire (including Isle of Wight)	29,112	22,298	8,268	3,326
Kent (part)	21,354	15,824	6,554	2,108
Surrey (part)....	7,370	3,840	1,320	336
Sussex	24,275	15,521	6,952	2,687
Totals	89,755	64,574	25,570	9,340

FACTORIES, WORKSHOPS, ETC., IN SOUTH COAST ZONE

THE available figures relate to the Factory Districts controlled from Maidstone, Brighton and Southampton. Boundaries of Factory districts do not, of course, coincide with those of the Zone, and in this instance the figures show less than the full industrial development. Owing to the fact that there is considerable manufacturing activity along the borders of the Zone, a number of the factories are inspected from headquarters in neighbouring territories.

Class of Premises	Number in 1928 in: Maidstone District	Brighton District	Southampton District	Totals
Textile Factories	6	4	6	16
Non-Textile Factories	1,929	1,901	2,868	6,698
Workshops	1,734	2,388	2,800	6,922
Docks, Wharves & Quays (not forming part of Factories)	65	44	171	280
Warehouses (ditto)	17	7	80	104
Totals....	3,751	4,344	5,925	14,020

NUMBER OF SHOPS IN SPECIFIED TRADES IN THE SOUTH COAST ZONE

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 51,000.

Class of Shop	Estimated Nos. in: Kent (part), Surrey (part), Sussex	Hants, Dorset, I. of Wight	Entire Territory
Bakers	1,160	940	2,100
Boot and Shoe Dealers and Repairers	2,220	1,760	3,980
Chemists	490	360	850
Confectioners	1,705	1,290	2,995
Dairies	855	895	1,750
Drapers and Hosiers	1,335	970	2,305
Grocers and Provision Dealers	2,635	2,140	4,775
Hairdressers	860	680	1,540
Hardwaremen, Ironmongers and Oilmen	570	440	1,010
Newsagents and Stationers	1,020	765	1,785
Tobacconists	765	555	1,320
Totals	13,615	10,795	24,410

NUMBER OF LICENSED PREMISES IN THE SOUTH COAST ZONE IN 1928

THE figures for the Counties of Kent and Surrey have been apportioned as accurately as possible between the South Coast and Metropolitan Zones.

County	No. of On-Licences	No. of Off-Licences	Total
Dorset	721	97	818
Hampshire (including Isle of Wight)	2,543	659	3,202
Kent (part)	2,458	483	2,941
Surrey (part)	384	84	468
Sussex	1,779	525	2,304
Totals	7,885	1,848	9,733

POPULATION, MARKET DAYS, EARLY CLOSING DAYS AND DISTANCES FROM LONDON OF URBAN AREAS IN THE SOUTH COAST ZONE

Town	Population	County	Miles from London	Market Days	Early Closing Days
Aldershot	36,370	Hants	35	Saturday	Wednesday
Alton	5,670	Hants	45	Tuesday	Wednesday
Andover....	8,559	Hants	67	Friday	Wednesday
Arundel	2,543	Sussex	58	Alt. Monday	Wednesday
Ashford	13,100	Kent	54	Tuesday	Wednesday
Basingstoke	13,080	Hants	47	Wednesday	Thursday
Battle	3,391	Sussex	55	Alt. Monday	Wednesday
Bexhill	20,980	Sussex	68	—	Wednesday
Blandford	3,026	Dorset	128	Thursday	Wednesday
Bognor	15,200	Sussex	66	—	Wednesday
Bournemouth	96,580	Hants	108	—	Wed. & Sat.
Bridport	5,724	Dorset	154	Wed. & Sat.	Thursday
Brighton	147,600	Sussex	50	Tues., Thurs., Sats.	Wed. & Thurs.
Broadstairs	12,300	Kent	77	—	Thursday
Burgess Hill	5,974	Sussex	41	—	Wednesday
Canterbury	24,080	Kent	61	Saturday	Thursday
Chatham	43,530	Kent	34	—	Wednesday
Chichester	13,850	Sussex	54	Wednesday	Thursday
Christchurch	8,411	Hants	104	—	Wednesday
Cowes	10,040	Isle of Wight	87	—	Wednesday
Deal	12,190	Kent	88	—	Thursday
Dorchester	9,822	Dorset	138	Wed. & Sat.	Thursday
Dorking	9,201	Surrey	26	Monday	Wednesday
Dover	71,330	Kent	78	Tues., Thurs., Sats.	Wednesday
Eastbourne	58,500	Sussex	65	—	Wednesday
East Grinstead	8,229	Sussex	36	Thursday	Wednesday
Eastleigh	16,210	Hants	73	—	Wednesday
Fareham	11,180	Hants	72	Monday	Wednesday
Farnborough	15,090	Hants	32	—	Wednesday
Farnham	16,600	Surrey	38	Monday	Wednesday
Faversham	10,190	Kent	52	Wed. & Sat.	Thursday
Fleet	4,177	Hants	40	—	Wednesday
Folkestone	35,900	Kent	71	—	Wednesday
Frimley	16,160	Surrey	30	—	Wednesday
Gillingham	57,300	Kent	36	—	Wednesday
Godalming	9,431	Surrey	34	—	Wednesday
Gosport	34,130	Hants	91	—	Wednesday
Guildford	28,150	Surrey	30	Tuesday	Wednesday
Haslemere	4,215	Surrey	42	—	Wednesday
Hastings	62,600	Sussex	60	Saturday	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Havant	4,416	Hants	66	Tuesday	Wednesday
Hayward's Heath	5,326	Sussex	38	Tuesday	Wednesday
Herne Bay	12,120	Kent	62	—	Thursday
Horsham	11,920	Sussex	37	Wednesday	Thursday
Hove	50,090	Sussex	52	—	Wed. & Thurs.
Hythe	8,350	Kent	66	—	Wednesday
Lewes	11,150	Sussex	50	Monday	Wednesday
Littlehampton	9,489	Sussex	62	—	Wednesday
Lyme Regis	2,370	Dorset	145	—	Thursday
Lymington	4,775	Hants	98	Saturday	Wednesday
Maidstone	40,860	Kent	39	Thursday	Wednesday
Margate....	29,260	Kent	74	—	Thursday
Milton	5,015	Hants	98	—	Wednesday
Milton Regis	8,053	Kent	45	Friday	Wednesday
Newhaven	6,341	Sussex	55	—	Wednesday
Newport	11,210	Isle of Wight	88	Tues. & Sat.	Thursday
New Romney	1,629	Kent	74	—	Wednesday
Petersfield	4,367	Hants	55	Alt. Wed.	Thursday
Poole	52,940	Dorset	113	Thursday	Wednesday
Portland	13,520	Dorset	147	—	Thursday
Portsmouth	258,200	Hants	74	Tues., Thurs., Sats.	Wednesday
Queensborough....	3,127	Kent	53	—	Wednesday
Ramsgate	30,370	Kent	79	Tues., Thurs., Sats.	Thursday
Rochester	31,760	Kent	36	Tuesday	Wednesday
Reigate	29,450	Surrey	22	Sat. & Mon.	Wednesday
Romsey	4,301	Hants	81	Thursday	Wednesday
Ryde	10,610	Isle of Wight	79	—	Thursday
Rye	3,727	Sussex	71	Alt. Wed.	Tuesday
Sandgate	3,066	Kent	68	—	Wednesday
Sandown	5,601	Isle of Wight	86	—	Wednesday
Sandwich	3,434	Kent	86	Alt. Monday	Thursday
Seaford	7,473	Sussex	56	—	Wednesday
Sevenoaks	10,030	Kent	20	3rd Wed.	Wednesday
Shaftesbury	2,574	Dorset	101	Alt. Saturday	Wednesday
Shanklin	4,337	Isle of Wight	88	—	Wednesday
Sheerness	16,910	Kent	41	Saturday	Wednesday
Sherborne	6,540	Dorset	118	Thurs. & Sat.	Wednesday
Shoreham-by-Sea	8,179	Sussex	56	—	Wednesday
Sittingbourne	9,006	Kent	48	Monday	Wednesday
Southampton	169,900	Hants	78	Wednesday	Wednesday
Southborough	6,916	Kent	32	Friday	Wednesday
Swanage	5,750	Dorset	134	—	Thursday
Tenterden	3,294	Kent	49	Friday	Wednesday
Tonbridge	16,200	Kent	30	Tuesday	Wednesday
Tunbridge Wells	34,820	Kent	35	—	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Uckfield....	3,463	Sussex	55	Alt. Wed.	Wednesday
Ventnor	5,030	Isle of Wight	90	—	Wednesday
Wareham	2,134	Dorset	124	Thursday	Wednesday
Weymouth	20,750	Dorset	146	Tue. & Fri.	Wednesday
Whitstable	10,480	Kent	58	—	Wednesday
Wimborne	3,680	Dorset	113	Tuesday	Wednesday
Winchester	24,780	Hants	66	Monday	Thursday
Woking	29,130	Surrey	24	—	Wednesday
Worthing	38,030	Sussex	61	—	Wednesday
Wrotham	4,424	Kent	24	—	Wednesday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Aldershot	25,000	1,490	Hastings	66,500	11,160
Alton	5,670	145	Hayward's Heath	5,500	250
Andover	8,000	190	Herne Bay	14,500	590
Ashford	16,000	1,735	Horsham	12,200	1,680
Basingstoke	15,000	1,900	Hove	46,500	8,180
Bexhill	23,300	3,942	Lewes	11,100	1,125
Blandford	4,000	320	Lymington	5,600	580
Bognor	14,000	1,530	Maidstone	45,000	3,725
Bournemouth, Poole and Christchurch	146,550	22,250	Margate	46,475	3,560
Brighton	149,300	16,160	Newport (I.o.W.)	32,670	1,675
Broadstairs	15,465	2,075	Petersfield	3,950	260
Burgess Hill	6,000	544	Portsmouth	289,000	25,630
Canterbury	23,750	2,550	Ramsgate	36,600	2,119
Chichester	12,240	1,260	Reigate	28,900	2,600
Crawley	6,000	570	Ryde	18,000	1,560
Dorchester	10,000	615	Sevenoaks & District	32,000	3,040
Dorking	11,000	1,125	Shanklin	15,030	1,350
Dover	44,000	5,070	Sheerness	16,910	1,020
Eastbourne	62,000	11,480	Sherborne	7,000	213
East Grinstead	7,300	450	Shoreham	14,000	380
Fareham	10,800	1,220	Southampton	190,000	16,500
Faversham	10,900	681	Swanage	5,000	595
Folkestone	59,000	6,575	Tonbridge	19,100	1,704
Gillingham	54,000	4,400	Tunbridge Wells	47,000	4,140
Godalming	12,700	1,025	Ventnor	6,850	890
Gosport	35,000	2,470	Weymouth	24,600	2,700
Guildford	53,200	3,720	Winchester	23,800	4,410
			Worthing	38,000	6,490

ZONE No. III

CORNWALL AND DEVON

THIS territory comprises the extreme south-western section of Great Britain. It is served by the Great Western Railway system and, to a lesser extent, by the Southern Railway. Connecting lines with the great trunk systems running north and south make direct travel possible between Cornwall and Devon and the great centres of population in the Midlands and North Country, many through trains being run daily.

There are no great manufacturing centres in the South-West, although Devon has a considerable textile industry in lace, the production of which is carried on in Honiton and several other towns. Serges and other woollen goods are manufactured in some quantity in Buckfastleigh, near Totnes.

As might be expected, the great naval and commercial port of Plymouth has important miscellaneous industries, among the most prominent being chemical fertilisers, soap, starch, washing blue, blacklead, paint, breweries, distilleries and flour mills. Plymouth plays the part of a metropolitan city for the whole of Devon and Cornwall; it is a railway centre; large quantities of local products are exported through Plymouth, and a big proportion of the necessaries of life for the entire area arrive through the same port.

Map indicating the extent of Zone Three.

'DAILY MAIL' PENETRATION

In the Cornwall and Devon territory, *The Daily Mail* has an approximate daily net sale of 45,427 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·54 homes. Individual counties are dealt with in pages 17 to 23.

Both counties, however, are in the main resort areas, with numerous beauty spots along their coasts and among the hills and moors inland. On the southern shores of the territory are to be found such towns as Sidmouth, Exmouth, Teignmouth, Torquay, Brixham and Dartmouth in Devon; Looe, Fowey, Falmouth and Penzance in Cornwall. On the north, Lynton and Lynmouth, Ilfracombe, Westward Ho and Clovelly in Devon; Bude, Tintagel, Newquay and St. Ives in Cornwall. All these are good-class holiday towns, and some, like Torquay and Penzance—especially the former—are considerable residential towns for delicate or retired folk of independent means.

Agriculture is very important in both counties. Devon is famous for its cattle, for its apples and cider, and for its dairy-farming. Cornwall has a growing trade in early potatoes, broccoli and other vegetables for the London market. Flowers also are grown in great quantities in this shire, especially in the Scilly Isles.

Fisheries, though they employ a relatively small number of men as compared with agriculture, are none the less vital to the existence of several of the coast towns—notably Brixham in Devon and St. Ives in Cornwall.

Sea-faring men constitute a very considerable group in both counties, without reckoning the very large number of naval officers and ratings at Plymouth and Devonport and the smaller Admiralty establishments along the coast.

On the whole the spending power of the territory per head of the population is very high. The normal incomes of the local residents are swollen by profits made on letting lodgings to holiday-makers during a much longer portion of the year than is possible in areas where the climate is less mild. The visitors are, in the main, in comfortable circumstances, the distances from the chief industrial centres making the journey too expensive for most working-class families.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the territory is about 2·12 per cent. of the total population of the British Isles. It has, however, a very considerably greater proportion of the total spending power, as will be seen from the high proportion of families classified under Headings A and B.

County	Estimated Nos. of Men	Women	Children	Total Population
Cornwall	106,340	132,550	79,070	317,960
Devon....	246,890	294,080	172,510	713,480
Totals	353,230	426,630	251,580	1,031,440

CLASSIFIED FAMILIES

The basis of classification is explained in the introduction on pages 45 and 46.

Class of Family	Estimated No. in Cornwall	Devon	Entire Territory	Per cent. of Whole
Class A	10,030	18,000	28,030	11·1
Class B	29,550	59,935	89,485	35·5
Class C	39,560	95,000	134,560	53·4
Total Families	79,140	172,935	252,075	100·0

BIRTHS AND MARRIAGES

There were 15,305 births and 7,563 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of Age Males	Females	Between 5 and 15 Males	Females	Total
40,000	38,730	86,705	86,145	251,580

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,000	73	260

SCHOOL ATTENDANCES

Whole Time Under 15	Over 15	Part Time	Total
157,250	7,930	4,250	169,430

YOUTHS AND GIRLS

It is estimated that there are 27,325 youths and 26,445 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	69,850	19·8	—
Fishing	Male	4,450	1·3	—
Industrial				
Metal Working	Male	22,720	6·4	—
Mining and Quarrying	Male	11,550	3·3	—
Building Trades	Male	20,250	5·7	—
Wood and Furniture Trades	Male	13,400	3·8	—
Dress and Textile Goods	Male	5,450	1·5	—
	Female	12,150	—	2·9
Food, Drink and Tobacco Trades	Male	5,050	1·4	—
General Labourers	Male	18,300	5·2	—
Professional and Public Services				
Professional Practice	Male	9,150	2·6	—
	Female	10,950	—	2·6
Public Services	Male	32,750	9·3	—
Transport				
Railways	Male	6,050	1·7	—
Road Transport	Male	12,000	3·4	—
Water Transport	Male	7,350	2·1	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	11,520	3·3	—
	Female	3,560	—	0·8
Sales and Shop Assistants	Male	7,820	2·2	—
	Female	11,400	—	2·7
Clerks, Typists, etc.	Male	8,250	2·3	—
	Female	6,400	—	1·5
Domestic Servants	Female	43,350	—	10·2

*AGRICULTURE.—The total area of land in Cornwall is 866,320 acres and in Devon 1,666,797 acres. Of this, the area under crops and grass (excluding rough grazings) is 609,446 acres in Cornwall and 1,135,636 acres in Devon.

INDUSTRIAL AND ECONOMIC STATUS OF CORNWALL AND DEVON

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males and females in each group is shown also as a percentage of the total number of men and women in the territory. The value of this percentage is that it indicates at a glance the extent to which the prosperity of the zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other zones of different size and character. Features of special interest in this Zone are:—

(I) The large number of domestic servants, testifying to a high standard of comfort.

(II) The exceptional number of men in the public services. Nearly 25,000 of the total are non-commissioned officers and men in the Army or Navy, and about 2,000 commissioned officers. The presence of such large military and naval establishments has a favourable influence on general local trade, quite apart from the personal expenditures of members of the services.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Cornwall	19,150
Devon	36,200
Total	55,350

(III) The balance of industries, other than agriculture. The opportunities for employment are diversified and a depression in any particular industry need not seriously affect the aggregate local purchasing power.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Cornwall	7,521	7,832	2,442	1,235
Devonshire	19,320	15,048	5,444	2,720
Totals	26,841	22,880	7,886	3,955

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below the total number of outlets for many goods will be found to be larger than is here indicated. The Total Number of Shops of all kinds in the Territory is approximately 15,350.

Class of Shop	Estimated Nos. in Cornwall	Devon	Entire Territory
Bakers	150	540	690
Boot and Shoe Dealers and Repairers	450	1,010	1,460
Chemists	100	270	370
Confectioners	190	550	740
Dairies	290	830	1,120
Drapers and Hosiers	295	675	970
Grocers and Provision Dealers	680	1,025	1,705
Hairdressers	135	490	625
Hardwaremen, Ironmongers & Oilmen....	115	345	460
Newsagents and Stationers	140	435	575
Tobacconists	130	370	500
Totals	2,675	6,540	9,215

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Cornwall	598	63	661
Devon	1,841	272	2,113
Totals	2,439	335	2,774

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Exeter District	Plymouth District	Totals
Textile Factories	8	30	38
Non-textile Factories	1,383	1,896	3,279
Workshops	1,405	2,082	3,487
Docks, Wharves and Quays (not forming part of Factories)	26	114	140
Warehouses (ditto)	5	52	57
Totals	2,827	4,174	7,001

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS IN CORNWALL AND DEVON

Town	Population	County	Miles from London	Market Days	Early Closing Days
Ashburton	2,446	Devon	227	Saturday	Wednesday
Axminster	2,247	Devon	145	Alt. Thurs.	Wednesday
Bampton	1,449	Devon	175	—	Thursday
Barnstaple	14,230	Devon	211	Tues. & Fri.	Wednesday
Bideford	9,044	Devon	220	Tues. & Sat.	Wednesday
Bodmin	5,184	Cornwall	273	Wed. & Sat.	Wednesday
Brixham	8,027	Devon	207	Tues. & Sat.	Wednesday
Buckfastleigh	2,355	Devon	209	—	Wednesday
Budleigh Salterton	2,870	Devon	171	—	Thursday
Callington	1,867	Cornwall	220	Wednesday	Thursday
Calstock....	4,544	Cornwall	220	—	Thursday
Camborne	14,530	Cornwall	307	Saturday	Thursday
Camelford	7,818	Cornwall	241	Thursday	Wednesday
Crediton....	3,488	Devon	179	Saturday	Wednesday
Dartmouth	7,211	Devon	229	Friday	Wednesday
Dawlish	4,473	Devon	201	Thursday	Wednesday
Exeter	62,030	Devon	171	Friday	Wednesday
Exmouth	14,280	Devon	181	Saturday	Wed. & Sat.
Falmouth	13,600	Cornwall	288	Saturday	Wednesday
Fowey	2,116	Cornwall	280	Saturday	Wednesday
Hayle	948	Cornwall	313	Saturday	Thursday
Helston	2,622	Cornwall	319	Saturday	
Holsworthy	1,429	Devon	218	Wednesday	Thursday
Honiton....	3,097	Devon	155	Saturday	Thursday
Ilfracombe	9,067	Devon	226	Wed. & Sat.	Thursday
Ivybridge	1,721	Devon	235	(May to Sept.) 3rd Monday	Wednesday
Kingsbridge	2,836	Devon	227	Wednesday	Thursday
Launceston	3,976	Cornwall	224	Sat. & Tues.	Thursday
Liskeard	4,161	Cornwall	259	2nd Monday	Wednesday
Looe	2,856	Cornwall	231	Saturday	Thursday
Lostwithiel	1,306	Cornwall	272	2nd Tuesday	Wednesday
Lynton	1,641	Devon	231	—	Thursday
Newquay	5,802	Cornwall	297	Friday	Wednesday
Newton Abbot	14,630	Devon	209	Wednesday	Thursday
Northam	5,859	Devon	218	Wed. & Sat.	Wednesday
Okehampton	3,307	Devon	195	Saturday	Wednesday
Padstow....	1,682	Cornwall	250	Saturday	Wednesday
Paignton	16,640	Devon	217	—	Wednesday
Penryn	3,132	Cornwall	303	Saturday	Thursday
Penzance	11,510	Cornwall	305	Thursday	

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Plymouth (incl. Devonport)	208,900	Devon	246	Tues., Thurs., Fri. & Sat.	Wednesday
Redruth....	8,824	Cornwall	304	Friday	Thursday
St. Austell	8,290	Cornwall	265	Friday	Thursday
St. Ives	6,609	Cornwall	303	Wed. & Sat.	Thursday
St. Just	5,127	Cornwall	327	Saturday	Thursday
Salcombe	2,183	Devon	243	—	Thursday
Saltash	3,466	Cornwall	245	—	Wednesday
Seaton	1,988	Devon	150	—	Thursday
Sidmouth	5,443	Devon	159	Saturday	Thursday
South Molton	2,603	Devon	197	Thurs. & Sat.	Wednesday
Stratton & Bude	3,548	Cornwall	228	Tuesday	Thursday
Tavistock	4,348	Devon	214	Friday	Wednesday
Teignmouth	9,809	Devon	188	—	Thursday
Tiverton	9,158	Devon	179	Tuesday	Thursday
Torquay....	38,170	Devon	215	Saturday	Wed. & Sat.
Torrington	3,052	Devon	225	Saturday	Wednesday
Totnes	4,086	Devon	218	Friday	Thursday
Truro	10,500	Cornwall	279	Wed. & Sat.	
Wadebridge	2,410	Cornwall	235	2nd & 4th Monday	Wednesday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY IN CORNWALL AND DEVON

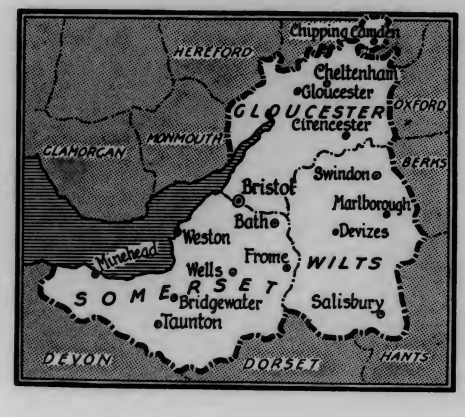
District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Barnstaple	14,150	842	Launceston	4,100	570
Bideford	15,000	700	Lynton and Lynmouth	2,650	460
Bodmin	5,000	326	Newquay	7,200	900
Bovey Tracey	2,800	300	Paignton	15,000	2,082
Bude	3,500	745	Penzance	12,100	500
Camborne and Redruth	33,000	1,190	Plymouth	210,000	8,900
Dartmouth	8,100	800	Seaton....	3,000	400
Dawlish	6,000	840	Tavistock	6,400	585
Exeter....	66,000	7,200	Teignmouth	16,000	1,326
Exmouth	13,600	1,184	Torpoint	5,000	579
Holsworthy	7,350	158	Torquay	54,900	7,100
Honiton	3,800	487	Totnes....	4,000	338
Ilfracombe	11,800	700	Truro	10,800	279

ZONE No. IV

GLOUCESTERSHIRE, SOMERSET & WILTSHIRE

APART from the great port of Bristol there is no industrial centre of the first magnitude in the Gloucestershire, Somerset and Wiltshire territory. Manufacturing industries, however, play a much greater role in the life of this section of the country than might appear at first sight. The small or moderate sized towns are not merely country market towns with incidental industries; but nearly everyone is engaged in some distinctive branch of manufacture with much more than local distribution.

For instance, Taunton, besides being an important railway junction, has woollen, worsted and silk industries, and manufactures gloves. Gloves are also made at Yeovil, another railway town. Lace at Chard; linen sheets and sailcloths at Crewkerne; shirt collars at Ilminster, Shepton Mallet and Taunton; boots and shoes at Street; bath bricks, ordinary bricks, drain pipes, shovels and edge tools at Bridgwater; horsehair seating at Bruton, Castle Cary and Crewkerne; textiles and large book-printing establishments at Frome; broadcloth and kerseymere at Chippenham and Trowbridge; portable



Map indicating the extent of Zone Four.

'DAILY MAIL' PENETRATION

In the Gloucestershire, Somerset and Wiltshire territory, *The Daily Mail* has an approximate daily net sale of 77,755 copies. Proportionate to the number of families (last census figures) this represents 1 in every 4·69 homes. Individual counties are dealt with in pages 17 to 23.

engines at Devizes—all of these are typical of the industrial activity of the area, carried on in numerous small towns instead of being concentrated in one or two huge centres.

Bristol itself has most of the characteristics of a metropolitan city—large administrative staffs for the Customs and other public services of the port, and for the big offices of dock and steamship companies; a University and a large number of good schools; many first-class hotels; numerous district sales offices of large organizations employing considerable staffs of commercial travellers; miscellaneous industries, the magnitude of which is to some extent concealed by the size of the population and the varied activities in which it is engaged; and extensive middle-class residential suburbs.

As already noted, there are several important railway junctions in the territory, but no reference has yet been made to Swindon, which is pre-eminent both as a traffic centre and as a railway-shop town, with a considerable number of railway workers.

The Zone includes one of the most active agricultural regions in the country, with specialisation in dairy-farming. Around Bristol and Bath there are also very extensive nurseries, while sheep-farming is carried on in the Cotswold Hills.

Other important places in the Zone are Gloucester, a considerable port and industrial centre; the fashionable residential health resorts of Bath and Cheltenham; and the seaside resorts along the Bristol Channel, such as Weston-super-Mare, Burnham, Watchet and Minehead.

Fine country houses abound throughout the territory, which is well provided with hunting and other sporting facilities and has the advantages of a particularly mild climate and much natural beauty.

CLASSIFIED POPULATION AND FAMILIES

THE population included in this Territory is about 3·22 per cent. of the total population of the British Isles. The spending power of the area is considerably above this proportion to the whole.

County	Estimated Nos. of Men	Women	Children	Total Population
Gloucester	259,900	314,125	208,485	782,510
Somerset	157,980	197,600	119,950	475,530
Wilts	112,620	115,940	81,010	309,570
Totals	530,500	627,665	409,445	1,567,610

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Gloucester	Somerset and Wilts	Entire Territory	Per cent. of Whole
Class A	16,325	21,805	38,130	10·1
Class B	57,725	61,565	119,290	31·6
Class C	115,100	105,340	220,440	58·3
Total Families	189,150	188,710	377,860	100·0

BIRTHS AND MARRIAGES

There were 23,905 births and 11,081 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
63,645	61,920	142,860	141,020	409,445

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,332	107	212

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
257,565	10,425	6,575	274,565

YOUTHS AND GIRLS

It is estimated that there are 42,985 youths and 43,125 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	89,000	16·8	—
Industrial				
Metal Working	Male	45,000	8·5	—
Mining and Quarrying	Male	20,500	3·9	—
Building Trades	Male	35,000	6·6	—
Wood and Furniture Trades	Male	25,500	4·8	—
Dress and Textile Goods	Male	15,000	2·8	—
	Female	28,000	—	4·5
Food, Drink and Tobacco Trades	Male	13,500	2·5	—
	Female	8,200	—	1·2
Paper and Printing Trades	Male	7,200	1·3	—
	Female	7,100	—	1·1
General Labourers	Male	30,500	5·7	—
Professional and Public Services				
Professional Practice	Male	13,000	2·5	—
	Female	17,800	—	2·8
Public Services	Male	17,200	3·2	—
Transport				
Railways	Male	13,200	2·5	—
Road Transport	Male	22,000	4·1	—
Water Transport	Male	8,500	1·6	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	16,700	3·1	—
	Female	4,750	—	0·8
Sales and Shop Assistants....	Male	12,950	2·4	—
	Female	14,120	—	2·2
Warehousemen, Packers, etc.	Male	7,450	1·4	—
	Female	6,220	—	1·0
Clerks, Typists, etc.	Male	17,700	3·3	—
	Female	12,050	—	1·9
Domestic Servants	Female	58,500	—	9·6

* AGRICULTURE.—The total area of land in Gloucestershire, Somerset and Wiltshire is 2,699,239 acres. Of this the area under crops and grass (excluding rough grazings) totalled 2,034,488 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are :—

(I) Well-balanced industries, making for diversity of employment and rendering it unlikely that the spending power of the territory will be seriously affected by depression in any particular industry.

(II) The presence of a great number of high-class shops, as indicated by the large proportions of male shop assistants. When allowance is made for the enormous number of small shops employing no male staff, it is apparent that in the principal towns large shops employing many men assistants must be exceptionally numerous.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Gloucester	28,850
Somerset	24,450
Wilts	12,950
Total	66,250

(III) The importance of the railway services and the numbers of business offices, as indicated by the numbers of railway servants and clerks and typists, respectively. These wage-earners usually enjoy more than average stability of employment.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Gloucester	19,327	17,301	5,566	2,035
Somerset	14,526	12,979	3,941	1,532
Wilts	7,339	8,070	2,443	965
Totals	41,192	38,350	11,950	4,532

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in this Territory is approximately 25,200.

Class of Shop	Estimated Nos. in Gloucester	Somerset and Wilts	Entire Territory
Bakers	495	650	1,145
Boot and Shoe Dealers and Repairers	1,135	960	2,095
Chemists	225	220	445
Confectioners	835	590	1,425
Dairies	500	640	1,140
Drapers and Hosiers	830	730	1,560
Grocers and Provision Dealers	1,380	1,350	2,730
Hairdressers	535	380	915
Hardwaremen, Ironmongers and Oilmen	315	400	715
Newsagents and Stationers	665	480	1,145
Tobacconists	600	290	890
Totals	7,515	6,690	14,205

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Gloucester	2,072	560	2,632
Somerset	1,518	215	1,733
Wilts	898	163	1,061
Totals	4,488	938	5,426

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Bristol District	Gloucester District	Yeovil District	Totals
Textile Factories	36	32	31	99
Non-Textile Factories	3,446	1,080	1,053	5,579
Workshops	3,072	1,178	926	5,176
Docks, Wharves and Quays (not forming parts of Factories)	73	32	13	118
Warehouses (ditto)	85	28	11	124
Totals	6,712	2,350	2,034	11,096

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS

Town	Population	County	Miles from London	Market Days	Early Closing Days
Bath	70,280	Somerset	106	Wednesday	Thursday
Bradford-on-Avon	5,019	Wilts	97	Tuesday	Wednesday
Bridgwater	16,120	Somerset	151	Wednesday	Thursday
Bristol	390,700	Gloucester	118	Thursday	Wed. & Sat.
Burnham	5,704	Somerset	145	—	Wednesday
Calne	3,560	Wilts	99	3rd Monday	Wednesday
Chard	4,196	Somerset	142	Thursday	Wednesday
Charlton Kings	4,569	Gloucester	105	—	Wednesday
Cheltenham	50,630	Gloucester	121	—	Wed. & Sat.
Chippenham	8,347	Wilts	94	Tues. and alternate Fri.	Wednesday
Cirencester	7,314	Gloucester	95	Monday	Thursday
Clevedon	6,930	Somerset	134	Wednesday	Wednesday
Coleford	2,744	Gloucester	151	Tuesday	Thursday
Crewkerne	3,596	Somerset	132	Saturday	Thursday
Devizes	5,808	Wilts	86	Thursday	Wednesday
Frome	10,840	Somerset	106	Wed. & Sat.	Thursday
Glastonbury	4,376	Somerset	133	Tuesday	Wednesday
Gloucester	52,210	Gloucester	114	Saturday	Thursday
Highbridge	2,670	Somerset	146	Tuesday	Wednesday
Ilminster	2,241	Somerset	165	Wed. & Sat.	Thursday
Malmesbury	2,350	Wilts	95	Last Wed.	Thursday
Marlborough	4,142	Wilts	75	Saturday	Wednesday
Melksham	3,855	Wilts	96	Tuesday	Wednesday
Midsomer Norton	8,083	Somerset	117	—	Wednesday
Minehead	6,029	Somerset	183	3rd Monday	Wednesday
Nailsworth	3,393	Gloucester	115	Last Tuesday	Thursday
Newnham	1,192	Gloucester	125	—	Thursday
Portishead	3,967	Somerset	130	—	Thursday
Radstock	3,843	Somerset	137	Saturday	Wednesday
Salisbury	26,350	Wilts	84	Tuesday	Wednesday
Shepton Mallet	4,201	Somerset	120	Friday	Wednesday
Stow-on-Wold	1,179	Gloucester	89	—	Wednesday
Street	4,515	Somerset	123	—	Wednesday
Stroud	8,049	Gloucester	102	—	Thursday
Swindon	58,220	Wilts	78	Friday	Wednesday
Taunton	24,800	Somerset	143	Saturday	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Tetbury	2,228	Gloucester	98	Wednesday	Thursday
Tewkesbury	4,621	Gloucester	130	Wednesday	Thursday
Trowbridge	12,530	Wilts	97	Tuesday	Wednesday
Warminster	5,466	Wilts	105	Alt. Mondays	Wednesday
Watchet....	1,862	Somerset	175	—	Wednesday
Wellington	7,202	Somerset	160	Thursday	
Wells	4,476	Somerset	120	Saturday	Wednesday
Westbury	4,111	Wilts	98	Saturday	Wednesday
Weston-super-Mare	27,260	Somerset	138	Saturday	Thursday
Wilton	1,982	Wilts	86	Thursday	Wednesday
Wiveliscombe	1,259	Somerset	168	3rd Tuesday	Thursday
Yeovil	15,640	Somerset	124	Friday	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY

District of Supply.	Population in Area of Supply	Consumers (approx.) where known	District of Supply.	Population in Area of Supply	Consumers (approx.) where known
Bath	70,000	4,345	Minehead	8,000	1,200
Bridgwater	16,000	548	Northleach	1,000	114
Bristol	418,400	31,550	Porlock	1,000	129
Burnham-on-Sea	6,000	590	Portishead	—	4,100
Calne	5,600	75	Salisbury	25,000	2,230
Cheddar	2,000	250	Street	4,400	620
Cheltenham	60,000	8,680	Stroud	8,560	378
Corsham	4,210	—	Swindon	61,000	8,090
Dulverton	1,540	160	Taunton	40,000	2,605
Frome	10,500	530	Tisbury	2,350	130
Gloucester	51,300	3,200	Warminster	6,900	348
Leominster	5,740	344	Wedmore	2,500	200
Marlborough	4,000	400	Weston-super-Mare	32,000	3,590

ZONE No. V

THE THAMES VALLEY AND HERTFORDSHIRE TERRITORY

ONE of the most striking tendencies in Great Britain, at the present time, is the rapid industrialization of the section of the country lying immediately to the west and north of the Metropolitan area proper. To some extent the new development means a shifting of factory construction from the inner to the outer portions of the Metropolitan Zone, but a great part of the changes are to be seen in the Thames Valley and Hertfordshire.

Along the borders of this Zone and the Metropolitan area an enormous amount of factory construction has taken place in recent years. A significant fact is that this region is attracting especially the young and rising industries—for example, gramophones, radio, motor cars, domestic labour-saving appliances and preparations.

Along with this industrial development has gone an expansion of the residential areas. We have already noted the tendency for factory proprietors in London to take new premises in the suburbs when the leases of their centrally located establishments have fallen in or when building congestion has rendered it impossible to effect needed extensions on the old sites. Partly as a consequence of this outward

Map indicating the extent of Zone Five.

'DAILY MAIL' PENETRATION

In the Berkshire, Buckinghamshire, Oxfordshire and Hertfordshire territory, *The Daily Mail* has an approximate daily net sale of 45,701 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·42 homes. Individual counties are dealt with in pages 17 to 23.

movement, new good-class residential areas have been opened up still further away from the Metropolis, so as to avoid proximity to new suburban factories, and the housing estates of a working-class character that are growing up around them. For very many years the Thames Valley and Hertfordshire territory has included outlying districts that were semi-suburban in character, and for the reason just given, combined with improved transport facilities, the comfortably-circumstanced suburban population is steadily increasing.

The territory is served by a wide variety of railways, the main lines of the Great Western, Great Central, Great Northern, Midland and North-Western systems being available for suburban traffic, in addition to the Metropolitan and District lines, and a constantly growing service of motor omnibuses and char-a-bancs.

In stressing the new industries, it is important that the considerable number of manufacturing centres of long standing in the territory should not be forgotten :—the great biscuit town of Reading, which is also an important railway centre with engineering and woodworking industries of some size ; High Wycombe and its chair factories ; Witney and its blankets ; to say nothing of the less famous general manufacturing towns such as Hitchin and Hertford.

These are still valuable buying centres, although they are less in the public eye than are the meteoric rise of Slough as a manufacturing centre, and the "garden city" experiments at Letchworth and Welwyn Garden City, aiming at combined industrial and residential development in a single locality.

Agriculture is still of importance, dairy farming and market-gardening for the needs of London being especially worthy of note.

The Zone is rich in social amenities. To illustrate these it is necessary only to recall that the territory includes the Royal seat at Windsor ; the ancient University of Oxford ; Eton school ; Ascot and Newbury racecourses ; and Henley of regatta fame.

CLASSIFIED POPULATION AND FAMILIES

THE population of the Thames Valley and Hertfordshire Zone is about 2·10 per cent of the total population of the British Isles. In purchasing power the importance of the Zone is relatively greater than this figure would indicate.

County	Estimated Nos. of Men	Women	Children	Total Population
Berkshire	107,800	123,800	81,900	313,500
Buckinghamshire	91,050	100,460	66,400	257,910
Oxfordshire	68,760	79,100	50,740	198,600
Hertfordshire (part)....	84,725	102,455	67,810	254,990
Totals	352,335	405,815	266,850	1,025,000

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Berks and Oxon	Bucks and Herts (part)	Entire Territory	Per Cent. of Whole
Class A	13,630	12,485	26,115	10·8
Class B	41,505	39,845	81,350	33·7
Class C	65,815	68,085	133,900	55·5
Total Families	120,950	120,415	241,365	100·0

BIRTHS AND MARRIAGES

There were 15,263 births and 6,591 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of Age Males	Females	Between 5 and 15 Males	Females	Total
40,040	39,235	95,700	91,875	266,850

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
967	72	200

SCHOOL ATTENDANCES

Whole Time Under 16	Over 16	Part Time	Total
176,215	11,290	4,435	191,940

YOUTHS AND GIRLS

It is estimated that there are 31,075 youths and 29,055 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	70,200	19·9	—
Industrial				
Metal Working	Male	20,700	5·9	—
Building Trades	Male	24,800	7·0	—
Wood and Furniture Trades	Male	21,000	5·9	—
Dress and Textile Goods	Male	6,000	1·7	—
	Female	10,500	—	2·6
General Labourers	Male	19,700	5·8	—
Professional and Public Services				
Professional Practice	Male	11,900	3·4	—
	Female	11,800	—	2·9
Public Services	Male	11,400	3·3	—
Transport				
Railways	Male	7,200	2·0	—
Road Transport	Male	14,200	4·0	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	10,700	3·0	—
	Female	2,300	—	0·5
Sales and Shop Assistants....	Male	9,000	2·5	—
	Female	7,200	—	1·8
Clerks, Typists, etc.	Male	10,400	3·0	—
	Female	7,400	—	1·8
Domestic Servants	Female	47,500	—	11·7

*AGRICULTURE.—The total area of land in the Thames Valley and Hertfordshire Zone is 1,817,437 acres. Of this the area under crops and grass (excluding rough grazings) totalled 1,399,737 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the tables are shown the leading occupational groups covering that part of the population that is gainfully employed. The number of males and females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other zones of different size and character. Features of special interest in this Zone are :—

(I) The relatively large number of domestic servants, indicating the high purchasing power of the territory. The outlying suburban homes are on the whole wealthier than those nearer the Metropolis.

(II) The importance of transport, which is only natural in view of the fact that the territory lies right across the main routes from London to the North and West.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Berkshire	11,940
Buckinghamshire..	11,810
Oxfordshire	8,650
Hertfordshire (part)	13,500
Total	45,900

(III) The extraordinarily rapid industrial developments now taking place in the territory. Many of these are in new industries, the employees in which are in many instances divided among a variety of categories in the official occupational classifications. Moreover, the preparation of reliable statistics inevitably lags somewhat behind the changes as they occur, with the result that it is almost impossible to do the territory justice in figures at the present moment.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Berkshire	10,704	8,104	2,878	848
Buckinghamshire	8,842	7,015	2,081	669
Oxfordshire	6,926	6,042	1,738	640
Hertfordshire (part)....	8,413	6,411	3,225	608
Totals	34,885	27,572	9,922	2,765

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 17,250.

Class of Shop	Estimated Nos. in Berks and Bucks	Oxon and Herts	Entire Territory
Bakers	490	420	910
Boot and Shoe Dealers and Repairers	690	675	1,365
Chemists	120	125	245
Confectioners	380	350	730
Dairies	270	225	495
Drapers and Hosiers	465	395	860
Grocers and Provision Dealers	885	785	1,670
Hairdressers	230	515	745
Hardwaremen, Ironmongers and Oilmen	190	195	385
Newsagents and Stationers	280	275	555
Tobacconists	220	215	435
Totals	4,220	4,175	8,395

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Totals
Berkshire	1,103	176	1,279
Buckinghamshire	1,079	115	1,194
Oxfordshire	932	129	1,061
Hertfordshire (part)	931	126	1,057
Totals	4,045	546	4,591

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Luton District	Reading District	Totals
Textile Factories	6	13	19
Non-Textile Factories	1,586	1,854	3,440
Workshops	905	2,005	2,910
Docks, Wharves and Quays (not forming part of Factories)	2	6	8
Warehouses (ditto)	8	5	13
Totals	2,507	3,883	6,390

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS IN THE THAMES VALLEY AND HERTFORDSHIRE TERRITORY

Town	Population	County	Miles from London	Market Days	Early Closing Days
Abingdon	7,391	Berks	60	Monday	Thursday
Aylesbury	13,100	Bucks	38	Wed. & Sat.	Thursday
Baldock	2,960	Herts	37	Friday	Thursday
Banbury	13,160	Oxford	70	Thursday	Tuesday
Beaconsfield	4,311	Bucks	28	Saturday	Wednesday
Berkhampstead	7,583	Herts	28	Alt. Wed.	Wednesday
Bicester	2,964	Oxford	66	Friday	Thursday
Bishops Stortford	9,606	Herts	33	Thursday	Wednesday
Buckingham	2,921	Bucks	57	Saturday	Thursday
Chesham	8,862	Bucks	30	—	Thursday
Chipping Norton	3,412	Oxford	88	Wednesday	Thursday
Chorley Wood	3,169	Herts	17	—	Wednesday
Eton	3,462	Bucks	20	—	Wednesday
Harpenden	6,732	Herts	25	—	Wednesday
Hemel Hempsted	14,950	Herts	32	Thursday	Wednesday
Henley	6,430	Oxford	35	Thursday	Wednesday
Hertford	11,370	Herts	24	Saturday	Thursday
High Wycombe	25,360	Bucks	34	Friday	Wednesday
Hitchin	13,650	Herts	34	Tuesday	Wednesday
Hoddesdon	5,375	Herts	17	Wednesday	Thursday
Letchworth	12,930	Herts	34½	—	Wednesday
Maidenhead	17,540	Berks	24	Wednesday	Thursday
Marlow	5,246	Bucks	31	—	Wednesday
Newbury	13,850	Berks	53	Thursday	Wednesday
Newport Pagnell	3,933	Bucks	57	Wednesday	Thursday
Reading	97,190	Berks	36	Sat. & Mon.	Wednesday
Royston	3,828	Herts	45	Wednesday	Thursday
St. Albans	27,350	Herts	20	Wed. & Sat.	Thursday
Sawbridgeworth	2,532	Herts	27	—	Thursday
Slough	17,850	Bucks	18	Tuesday	Wednesday
Stevenage	5,646	Herts	29	Saturday	Wednesday
Thame	3,017	Oxford	49	Tuesday	Thursday
Tring	4,152	Herts	32	Friday	Wednesday
Wallingford	2,837	Berks	51	Friday	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Wantage	3,941	Berks	63	Wednesday	Thursday
Ware	6,210	Herts	22	Tuesday	Thursday
Welwyn Garden City	7,772	Herts	25	—	Wednesday
Windsor....	19,780	Berks	21	Saturday	Wednesday
Witney	3,460	Oxford	75	Thursday	Tuesday
Wokingham	7,091	Berks	36	Tuesday	Wednesday
Wolverton	13,560	Bucks	52	Friday	Wednesday
Woodstock	1,610	Oxford	69	1st Tuesday	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Abingdon	7,170	483	Letchworth	37,000	2,545
Ascot	26,950	1,090	Maidenhead	24,000	2,180
Aylesbury	30,000	3,655	Newbury	12,300	1,348
Banbury	13,300	825	Oxford	73,700	5,480
Bishops Stortford	8,500	185	Reading	93,000	4,073
Bourne End	18,000	380	Royston	—	186
Chesham	22,000	2,230	St. Albans	25,600	2,250
Cheshunt	13,630	315	Slough	50,000	2,900
Chipping Norton	4,000	490	Stevenage	—	850
Goring....	1,790	150	Thames Valley	25,000	380
Harpenden	6,750	825	Wallingford	7,100	220
Hatfield	8,430	330	Wantage	—	195
Hertford	10,710	1,030	Ware	11,420	255
High Wycombe	30,000	—	Welwyn Garden City	6,600	1,880
Hitchin	13,550	537	Windsor	22,300	1,984
Hoddesdon	5,410	490	Witney	3,600	460

ZONE No. VI

EAST ANGLIAN TERRITORY

IN the main the East Anglian Territory is agricultural, with bracing sea-side resorts along the coast, and a few ports, not of the first magnitude. The inland towns are, for the most part, country marketing centres with the comparatively small scale industries that are usually found in such centres.

To this general description, however, there are certain exceptions. Norwich has been for centuries a great manufacturing city, and it is still famous for its engineering works and boot and shoe factories, as well as for its manufactures of mustard and confectionery. On the western side of the Zone, Luton and Bedford have been favourably affected by the general industrial development in the South-Eastern section of the country. Both towns have large engineering works, and the former is the home of the straw hat industry. In the south-western section of Essex, also, there has been much recent development in motor car manufacturing and general engineering. Apparently the tendency is for new factories to be erected in this

Map of Zone VI—which consists of Bedfordshire, Cambridgeshire, Isle of Ely, Essex (part), Huntingdon, Norfolk and Suffolk.

'DAILY MAIL' PENETRATION

In this territory, excluding the part county of Essex, *The Daily Mail* has an approximate daily net sale of 57,000 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·81 homes. Essex as a complete county is allowed for in the percentage quoted for Zone I.

area in proximity to the new docks of the Port of London Authority. Harwich, on the estuary of the Stour, is a considerable port, especially for passenger traffic to Holland and Denmark. Ipswich, at the head of the Orwell estuary, is a minor port, and has miscellaneous manufactures, including engineering and wood-working establishments of some size. This town is also an omnibus centre, numerous lines working the surrounding country in all directions.

The coastal resort towns vary widely in size and character, from Southend, which has also a large residential population of semi-suburban type, to Hunstanton on the edge of the Wash. Lowestoft is both a yachting and fishing port, as well as a family resort town, and fishing is also extensively carried on at Yarmouth. On the whole, the " season " on the East Coast is shorter than in the South Coast holiday towns, although considerable efforts are being made to popularise some of the towns, such as Clacton-on-Sea, in the earlier and later months of the year. Other features of interest within the territory are the Norfolk Broads, which have an increasing appeal to holiday-makers of the younger generation; the ancient university at Cambridge; the cathedral at Ely and the military station at Colchester.

BIRTHS AND MARRIAGES

There were 33,085 births and 14,221 marriages in the East Anglian Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the East Anglian Zone.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
88,020	84,920	193,705	190,870	557,515

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,814	97	355

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
326,095	9,900	6,915	342,910

YOUTHS AND GIRLS

It is estimated that there are 57,590 youths and 55,525 girls between the ages of 16 and 18 years in the East Anglian Zone.

CLASSIFIED POPULATION AND FAMILIES

THE population of the East Anglian Zone is about 4·26 per cent. of the total population of the British Isles.

County	Estimated Nos. of			Total Population
	Men	Women	Children	
Bedfordshire	73,400	84,630	55,740	213,770
Cambridgeshire	47,280	53,335	32,895	133,510
Isle of Ely	27,195	28,415	22,170	77,780
Essex (part)	233,820	266,160	180,130	680,110
Huntingdonshire	19,780	21,110	15,430	56,320
Norfolk	170,790	197,300	138,150	506,240
Suffolk	140,365	153,125	113,000	406,490
Totals	712,630	804,075	557,515	2,074,220

CLASSIFIED FAMILIES

THE basis of classification is explained on pages 45 and 46. It will be seen that, quite apart from the holiday season in the seaside towns, the bulk of the spending power is in the eastern portion of the territory.

Class of Family	Estimated Nos. in			Per Cent. of Whole
	Beds, Cambs, Isle ofEly, Hunts	Essex (part), Norfolk, Suffolk	Entire Territory	
Class A	11,525	34,760	46,285	9·4
Class B	40,720	98,845	139,565	28·5
Class C	66,080	238,465	304,545	62·1
Total Families	118,325	372,070	490,395	100·0

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	178,500	25·0	—
Industrial				
Metal Working	Male	68,000	9·5	—
Building Trades	Male	41,500	5·8	—
Wood and Furniture Trades	Male	27,500	3·9	—
Dress and Textile Goods	Male	18,500	2·6	—
	Female	32,500	—	4·0
Food, Drink & Tobacco Trades	Male	14,600	2·0	—
	Female	4,900	—	0·6
Printing and Paper Trades	Male	8,600	1·2	—
	Female	5,200	—	0·6
General Labourers	Male	35,000	4·9	—
Professional and Public Services				
Professional Practice	Male	15,300	2·1	—
	Female	19,500	—	2·4
Public Services	Male	22,800	3·2	—
Transport				
Railways	Male	15,300	2·1	—
Road Transport	Male	23,600	3·3	—
Water Transport	Male	12,500	1·8	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	22,600	3·1	—
	Female	4,900	—	0·6
Sales and Shop Assistants....	Male	18,800	2·6	—
	Female	17,500	—	2·2
Clerks, Typists, etc.	Male	28,800	4·0	—
	Female	20,000	—	2·5
Domestic Servants	Female	64,900	—	8·1

*AGRICULTURE.—The total area of land in the East Anglian Zone is 4,316,210 acres. Of this the area under crops and grass (excluding rough grazings) totalled 3,402,611 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are :—

(I) The preponderating importance of agriculture. The farmers of this territory raise great quantities of barley, wheat and oats, and there is much market gardening for the Metropolitan markets. Sugar beet experiments are also in progress in this territory.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Bedfordshire	8,750
Cambridgeshire..	6,180
Isle of Ely	5,020
Essex (part)	25,025
Huntingdonshire	3,150
Norfolk....	22,430
Suffolk	16,320
Total	86,875

(II) The development of the metal working industries, including motor car and metal window manufacture, in towns lying some distance out of the Metropolis.

(III) The presence of several factories engaged in the manufacture of artificial silk goods.

(IV) The large holiday trade in the coast towns during the summer months.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed : Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Bedfordshire	5,731	6,158	1,877	569
Cambridgeshire .... (Including the Isle of Ely)	6,274	7,268	1,766	564
Essex (part)	15,690	11,493	4,058	1,253
Huntingdonshire	1,564	2,051	522	153
Norfolk	11,704	10,920	3,842	1,826
Suffolk	9,382	8,165	2,832	1,125
Totals	50,345	46,055	14,897	5,490

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 31,100.

Class of Shop	Estimated Nos. in Beds, Cambridge, Isle of Ely, Hunts.	Essex (part), Suffolk, Norfolk	Entire Territory
Bakers	430	1,170	1,600
Boot and Shoe Dealers and Repairers	645	1,975	2,620
Chemists	115	340	455
Confectioners	295	1,110	1,405
Dairies	180	440	620
Drapers and Hosiers	415	1,200	1,615
Grocers and Provision Dealers	735	2,260	2,995
Hairdressers	215	650	865
Hardwaremen, Ironmongers, Oilmen	140	560	700
Newsagents and Stationers	215	675	890
Tobacconists	185	570	755
Totals	3,570	10,950	14,520

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Bedfordshire	778	109	887
Cambridgeshire (including the Isle of Ely)	1,093	82	1,175
Essex (part)	1,489	312	1,801
Huntingdonshire	352	33	385
Norfolk	2,128	159	2,287
Suffolk	1,330	207	1,537
Totals	7,170	902	8,072

FACTORIES, WORKSHOPS, ETC.

Class of Premises	No. in 1928 in Cambridge District	Ipswich District	Norwich District	Total
Textile Factories	13	24	16	53
Non-Textile Factories	1,078	1,515	1,525	4,118
Workshops	1,010	1,817	2,186	5,013
Docks, Wharves and Quays (not forming part of Factories)	11	15	112	138
Warehouses (ditto)	14	12	46	72
Totals	2,126	3,383	3,885	9,394

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS IN THE EAST ANGLIAN TERRITORY

Town	Population	County	Miles from London	Market Days	Early Closing Days
Aldeburgh	2,564	Suffolk	99	—	Wednesday
Ampthill	2,227	Bedford	41	Thursday	Tuesday
Beccles	6,841	Suffolk	109	Friday	Wednesday
Bedford	41,780	Bedford	50	Saturday	Thursday
Biggleswade	6,103	Bedford	41	Mon. & Wed.	Thursday
Braintree	8,298	Essex	45	Wednesday	Thursday
Brentwood	7,629	Essex	18	—	Thursday
Brightlingsea	4,310	Essex	63	—	Thursday
Bungay	2,934	Suffolk	112	Thursday	Wednesday
Burnham-on-Crouch	3,619	Essex	43	—	Wednesday
Bury St. Edmunds	16,070	Suffolk	87	Wed. & Sat.	Thursday
Cambridge	60,860	Cambridge	58	Mon. & Sat.	Thursday
Chatteris	5,121	Isle of Ely	83	Friday	Wednesday
Chelmsford	23,680	Essex	29	Friday	Wednesday
Clacton-on-Sea	15,280	Essex	70	—	Wednesday
Colchester	48,630	Essex	51	Saturday	Thursday
Cromer	4,330	Norfolk	137	—	Wednesday
Diss	3,420	Norfolk	96	Friday	Tuesday
Downham	2,443	Norfolk	87	Friday	Wednesday
Dunstable	8,760	Bedford	36	Wednesday	Thursday
Ely	7,779	Isle of Ely	72	Thursday	Tuesday
Epping	5,370	Essex	17	Monday	Wednesday
Eye	1,839	Suffolk	94	Monday	Tuesday
Felixstowe	11,300	Suffolk	85	—	Wednesday
Glemsford	1,354	Suffolk	64	—	Wednesday
Godmanchester	2,087	Huntingdon	75	—	Wednesday
Grays	18,070	Essex	21	Saturday	Wednesday
Hadleigh	3,004	Suffolk	70	Monday	Wednesday
Halesworth	2,003	Suffolk	100	Tuesday	Thursday
Halstead	5,874	Essex	56	Tuesday	Wednesday
Harwich	11,830	Essex	70	—	Wednesday
Haverhill	4,057	Suffolk	55	Friday	Wednesday
Hunstanton	3,721	Norfolk	112	—	Thursday
Huntingdon	3,964	Huntingdon	58	Saturday	Wednesday
Ipswich	85,910	Suffolk	69	Tues. & Sat.	Wed. & Sat.
Kings Lynn	20,100	Norfolk	99	Tues. & Sat.	Wednesday
Leighton Buzzard	6,390	Bedford	40	Tuesday	Thursday
Leiston	4,402	Suffolk	95	—	Wednesday
Lowestoft	45,990	Suffolk	117	Wednesday	Thursday
Luton	60,230	Bedford	30	Monday	Wednesday
Maldon	6,662	Essex	44	—	Wednesday
March	10,210	Isle of Ely	89	Wednesday	Tuesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
North Walsham	4,286	Norfolk	129	Thursday	Wednesday
Norwich....	125,200	Norfolk	114	Saturday	Thursday
Ramsey	5,189	Huntingdon	74	Wednesday	Thursday
Saffron Walden	5,600	Essex	44	Tues. & Sat.	Thursday
St. Ives	2,725	Huntingdon	72	Monday	Thursday
St. Neots	4,270	Huntingdon	51	Thursday	Tuesday
Sandy	3,183	Bedford	44	—	Thursday
Saxmundham	1,353	Suffolk	90	—	Thursday
Sheringham	3,997	Norfolk	114	Thurs. & Sat.	Wednesday
Southend-on-Sea	111,200	Essex	35	—	Wednesday
Southwold	2,867	Suffolk	106	Thursday	Wednesday
Stowmarket	4,317	Suffolk	81	Thursday	Tuesday
Sudbury....	6,969	Suffolk	59	Thursday	Wednesday
Swaffham	2,646	Norfolk	113	Saturday	Thursday
Thetford	4,330	Norfolk	95	Saturday	Thursday
Walton-on-the-Naze	3,040	Essex	72	—	Wednesday
Wells	2,752	Norfolk	128	—	Thursday
West Mersea	2,216	Essex	61	—	Wednesday
Whittlesey	7,980	Isle of Ely	96	Friday	Thursday
Wisbech....	11,770	Isle of Ely	95	Saturday	Wednesday
Witham	4,342	Essex	39	—	Wednesday
Wivenhoe	2,282	Essex	57	—	Thursday
Woodbridge	4,550	Suffolk	79	Thursday	Wednesday
Great Yarmouth	58,490	Norfolk	123	Saturday	Thursday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Aldeburgh	2,800	425	Harwich	13,000	2,340
Bedford	62,000	10,105	Ipswich	85,900	8,305
Braintree	10,000	740	Kings Lynn	20,000	2,305
Brentwood	17,000	950	Lowestoft	40,000	4,500
Brightlingsea	5,000	400	Luton	138,400	6,470
Bury St. Edmunds	17,000	1,460	Maldon	6,250	1,010
Cambridge	65,000	6,528	Newmarket	9,800	650
Chelmsford	28,650	2,162	Norwich	124,600	21,150
Clacton-on-Sea	20,000	1,900	Saffron Walden	6,000	315
Colchester	43,700	4,185	Southend-on-Sea	125,000	23,930
Cromer	5,400	658	Southwold	4,900	690
Felixstowe	11,300	1,895	Wisbech	11,750	818
Frinton-on-Sea	1,500	616	Woodbridge	5,000	400
Grays	17,400	1,680	Great Yarmouth	91,000	11,300

ZONE No. VII

THE SOUTH WALES COALFIELDS TERRITORY

ZONE Number VII covers the South Wales coalfield and the adjoining area, in which the bulk of the tin-plate industry of the United Kingdom is concentrated. Broadly speaking, its purchasing power is somewhat below normal at the present moment, with a tendency to increase. It is to be noted that although this territory includes considerably more than half the population of Wales, it does not bulk very large in comparison with the total population of the British Isles, being less than four per cent.

Another point to be observed is that although a much larger section of the population is dependent upon a single industry than is generally the case in Britain, there are, even here, numerous industrial activities which do not necessarily suffer when the mining industry is confronted with special difficulties.

Cardiff, in particular, is a city of varied industries. Enormous quantities of foodstuffs are imported, including a large amount of wheat, a considerable portion of which finds its way into the big flour mills and biscuit factories established at the port. Iron and brass foundries, engine works, and the miscellaneous metal-working

Zone VII—consisting of Carmarthen, Glamorgan and Monmouth.

'DAILY MAIL' PENETRATION

In this territory *The Daily Mail* has an approximate daily net sale of 45,164 copies. Proportionate to the number of families (last census figures) this represents 1 in every 8·84 homes. Individual counties are dealt with in pages 17 to 23.

industries needed in a great port also help to relieve the situation. Chemicals, creosote and grease, brick, tile and drain pipes, patent fuel, iron and steel rope, railway wagons and beer are among the miscellaneous products of Cardiff industry, and there are also paper mills at Ely.

The purchasing power of the City is further increased by the presence of a very considerable number of civil servants and responsible officials of big shipping and mining companies, whose incomes are steady and whose local expenditures certainly benefit local trade.

The same remark applies in a lesser degree to the small army of railwaymen and other transport workers whose livelihood is not directly affected by the coal situation, except when there is a drastic reduction in the quantity handled, which is not at present the case.

Swansea, also, although its fortunes are closely bound up with the tin-plate industry—75 per cent. of the total tin-plate output of Great Britain being produced within twelve miles of that port—has other interests. Like Cardiff, it possesses flour mills, ship-building yards and chemical works, and it now ranks as one of the leading distributing centres in the oil industry.

There are in this Zone some of the finest docks in the United Kingdom. The Swansea docks have a water area of about 300 acres and a quayage of over 50,000 feet. Cardiff docks have a water area of over 250 acres and a quayage of over 53,000 feet, and Barry docks have a water area of over 100 acres.

In the outlying sections of Carmarthenshire and Monmouthshire there are extensive agricultural and resort areas, the prosperity of which also is independent of coal.

These modifying factors should be borne in mind when reading the statistics of the territory. Actual conditions vary widely from town to town.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Cardiff territory is about 3·94 per cent. of the total population of the British Isles.

County	Men	Women	Children	Total Population
Carmarthen	62,040	63,790	54,270	180,100
Glamorgan	444,965	425,615	409,820	1,280,400
Monmouth	160,425	147,685	150,410	458,520
Totals	667,430	637,090	614,500	1,919,020

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Carmarthen and Monmouth	Estimated Nos. in Glamorgan	Estimated Nos. in Entire Territory	Per Cent. of Whole
Class A	7,815	13,065	20,880	5·1
Class B	38,040	66,665	104,705	25·7
Class C	92,310	189,930	282,240	69·2
Totals of Families....	138,165	269,660	407,825	100·0

BIRTHS AND MARRIAGES

There were 34,380 births and 13,682 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
102,545	99,855	206,905	205,195	614,500

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,097	82	90

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
370,820	9,965	8,400	389,185

YOUTHS AND GIRLS

It is estimated that there are 57,465 youths and 55,965 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approximate No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	28,500	4·3	—
Industrial				
Metal Working	Male	75,200	11·1	—
Mining and Quarrying	Male	237,000	35·5	—
Building Trades	Male	30,000	4·5	—
Wood and Furniture Trades	Male	13,800	2·1	—
Dress and Textile Goods	Male	6,000	0·9	—
	Female	13,500	—	2·1
Stationary Engine Drivers	Male	17,400	2·6	—
General Labourers	Male	27,000	4·0	—
Professional and Public Services				
Professional Practice	Male	13,350	2·0	—
	Female	14,600	—	2·3
Public Services	Male	10,870	1·6	—
Transport				
Railways	Male	21,000	3·1	—
Road Transport	Male	14,000	2·2	—
Water Transport	Male	22,840	3·4	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	17,400	2·6	—
	Female	4,900	—	0·8
Sales and Shop Assistants....	Male	11,750	1·8	—
	Female	16,900	—	2·7
Clerks, Typists, etc.	Male	17,550	2·6	—
	Female	9,200	—	1·5
Domestic Servants	Female	38,400	—	6·0

*AGRICULTURE.—The total area of land in Glamorgan, Monmouth and Carmarthen is 1,449,832 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 845,404 acres in these three Counties in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are :—

(I) The importance of the coal industry.

(II) The very large proportion of the metal workers who are employed in the tin-plate industry, which easily overshadows all other types of metal working in the territory.

(III) The disproportionate number of railwaymen. A large number of these men would in any case be needed to deal with the heavy mineral traffic, but the railway situation is complicated by the necessity for working separate lines up a great number of separate valleys, which, whether they converge or run parallel to each other, necessitate an unusual number of junctions. The mountain barriers between the valleys prevent cross-country linking-up of the kind usual in other highly industrialised regions.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Carmarthen....	9,300
Glamorgan	33,250
Monmouth	11,275
Totals	53,825

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Carmarthen	2,451	2,591	1,231	580
Glamorgan	14,689	13,476	5,748	1,968
Monmouth	4,849	5,321	1,928	813
Totals	21,989	21,388	8,907	3,361

NUMBER OF SHOPS IN SPECIFIED TRADES IN SOUTH WALES ZONE

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 24,450.

Class of Shop	Estimated Nos. in Glamorgan	Carmarthen and Monmouth	Entire Territory
Bakers	570	255	825
Boot and Shoe Dealers and Repairers	990	585	1,575
Chemists	400	150	550
Confectioners	1,265	460	1,725
Dairies	360	185	545
Drapers and Hosiers	1,600	620	2,220
Grocers and Provision Dealers	2,345	1,020	3,365
Hairdressers	830	325	1,155
Hardwaremen, Ironmongers and Oilmen	520	255	775
Newsagents and Stationers	730	290	1,020
Tobacconists	390	185	575
Totals	10,000	4,330	14,330

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Cardiff and Newport Districts	Swansea and Carmarthen Districts	Totals
Textile Factories	7	113	120
Non-Textile Factories	2,588	2,182	4,770
Workshops	2,843	2,783	5,626
Docks, Wharves and Quays (not forming part of Factories)	68	97	165
Warehouses (ditto)	96	103	199
Totals	5,602	5,278	10,880

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Carmarthen	599	42	641
Glamorgan	1,774	281	2,055
Monmouth	932	110	1,042
Totals	3,305	433	3,738

POPULATION, MARKET DAYS, EARLY CLOSING DAYS AND DISTANCES FROM LONDON OF URBAN DISTRICTS IN SOUTH WALES

In some instances several localities are united to form a single local government area. Where one of such localities is shown as a separate "town" for market purposes, its population is not given.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Aberavon	—	Glamorgan	192	Tues. & Sat.	Thursday
Abercarn	20,980	Monmouth	169	Saturday	Wednesday
Aberdare	53,870	Glamorgan	185	Saturday	Thursday
Abergavenny	8,851	Monmouth	165	Tues. & Fri.	Thursday
Abersychan	28,850	Monmouth	163	Saturday	Thursday
Abertillery	32,840	Monmouth	175	Saturday	Wednesday
Ammanford	7,656	Carmarthen	208	—	Thursday
Barry	39,260	Glamorgan	178	—	Wednesday
Bedwellty	32,080	Monmouth	215	Saturday	Thursday
Blaenavon	12,080	Monmouth	166	Saturday	Thursday
Blaina	—	Monmouth	174	Saturday	Wednesday
Bridgend	9,528	Glamorgan	183	Saturday	Wednesday
Burry Port	5,941	Carmarthen	211	—	Tuesday
Caerleon	2,583	Monmouth	155	—	Thursday
Caerphilly	39,680	Glamorgan	163	—	Wednesday
Cardiff	227,000	Glamorgan	168	Saturday	Wednesday
Carmarthen	9,921	Carmarthen	241	Wed. & Sat.	Thursday
Chepstow	4,434	Monmouth	141	Tuesday	Wednesday
Cowbridge	1,137	Glamorgan	180	Tuesday	Wednesday
Ebbw Vale	33,650	Monmouth	172	Saturday	Wednesday
Glyncorrwg	10,770	Glamorgan	190	—	—
Kidwelly	3,206	Carmarthen	218	Friday	Wednesday
Llandilo	1,989	Carmarthen	230	Saturday	Thursday
Llandovery	2,075	Carmarthen	210	Friday	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Llanelly	37,670	Carmarthen	221	Thursday	Tuesday
Maesteg	27,020	Glamorgan	208	—	Wednesday
Mardy	—	Glamorgan	180	Saturday	Wednesday
Merthyr Tydfil	79,500	Glamorgan	176	Saturday	Thursday
Monmouth	5,034	Monmouth	141	Mon. & Fri.	Thursday
Mountain Ash	41,580	Glamorgan	200	Saturday	Thursday
Mumbles	—	Glamorgan	209	—	Thursday
Nantyglo	15,200	Monmouth	179	Wednesday	—
Neath	34,790	Glamorgan	198	Wed. & Sat.	Thursday
Newport	97,220	Monmouth	151	Wed. & Sat.	Thursday
Penarth	18,840	Glamorgan	163	—	Wednesday
Pontypool	7,440	Monmouth	164	Saturday	Thursday
Pontypridd	45,950	Glamorgan	169	Wed. & Sat.	Thursday
Porthcawl	6,765	Glamorgan	190	—	Wednesday
Port Talbot	41,580	Glamorgan	196	Saturday	Thursday
Rhondda	154,020	Glamorgan	174	—	Thursday
Rhymney	11,440	Monmouth	173	—	Thursday
Swansea....	161,700	Glamorgan	203	Saturday	Thursday
Tredegar	24,440	Monmouth	173	Saturday	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Aberdare	50,000	6,350	Ogmore Valley	20,000	2,000
Abertillery	40,000	2,250	Pontycymmer, Garw Valley	—	1,800
Brynamman	10,400	1,150	Pontypool	7,000	470
Caerphilly	37,500	500	Pontypridd	48,000	2,100
Cardiff....	225,000	20,025	Port Talbot	46,000	310
Chepstow	6,300	480	Rhondda	167,600	4,350
Ebbw Vale	35,000	2,755	Risca	18,000	735
Gorseinon	22,000	1,700	Swansea	163,000	12,300
Llandilo	2,150	340	Tirphil (Gellygaer)	45,000	5,030
Llanelly	66,300	3,740	Tonyrefail	18,000	2,000
Monmouth	5,300	290	Whitchurch	—	1,420
Newport	100,000	12,765			

ZONE No. VIII

THE BIRMINGHAM AND 'BLACK COUNTRY' TERRITORY

TWO very distinct industrial areas are included in this Zone—the miscellaneous metal-working region between Birmingham and Wolverhampton, and "the Potteries" centred around Stoke-on-Trent. The products of "the Potteries" are famed throughout the world.

The metal-working is peculiarly varied in character. There are big steel works, and a great number of specialized industries manufacturing their own types of metal goods—nails, screws, locks, chains, etc. This diversity has its advantages, for it reduces the danger of general trade slump, but it is also true that among certain sections of the miscellaneous metal-workers, particularly those employed in small and poorly-equipped establishments, there is a tradition of low wages and poor conditions gradually being "lived down."

'DAILY MAIL' PENETRATION

In this territory *The Daily Mail* has an approximate daily net sale of 148,052 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·23 homes. Individual counties are dealt with in pages 17 to 23.

It is necessary to mention this circumstance in order to make clear why, in a territory so favoured, the buying power classifications give only a fair average percentage rating. The fact is that the presence of these backward sections pulls down the figure for the whole territory.

In other words, there is a notable unevenness of spending power which averages out to a showing which does scant justice to many of the more important towns.

Birmingham, of course, is a city of metropolitan character which offers a big market for almost every kind of manufactured goods, and for great quantities of commodities in industrial use. It enjoys the reputation of being one of the most progressive municipalities in the United Kingdom.

The other great towns in the territory—Stoke, Wolverhampton, Coventry and the rest—are somewhat overshadowed by the enormous size of Birmingham, but in most areas they would stand out as marketing centres of the very first importance.

Stoke is a county borough embracing also the pottery towns of Burslem, Fenton, Hanley, Longton, Tunstall and Goldenhill, with a total population of approximately 279,700. The pottery trades in this area are among the oldest established and most famous industries in Britain. The products manufactured range from the finest porcelain of world-wide repute to the bricks and tiles for every-day building requirements. The prosperity of this important area is also affected by the extensive collieries and iron and steel workings which are in the vicinity.

On the eastern side of the Zone, rather outside the main industrial areas, are Burton-on-Trent and Coventry, famed respectively for beers and ales, and for cycles and motor cars.

There is a considerable mining population, and agriculture is also very important in the rural sections of the territory.

Much of the country is of unusual beauty, and the Zone contains many fine country seats. Leamington Spa and Droitwich are the outstanding health resorts, while Stratford-on-Avon, Warwick and Kenilworth are among the towns of historic interest which attract well-to-do tourists, not only from other parts of the United Kingdom, but also from the Continent of Europe and the United States of America. Birmingham has its own University, and the two famous schools of Rugby and Shrewsbury are within the Zone.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Birmingham and Black Country Territory is about 7·60 per cent. of the total population of the British Isles.

County	Men	Women	Children	Total Population
Hereford	38,385	43,400	30,215	112,000
Salop	85,550	90,570	68,320	244,440
Stafford	481,845	508,700	448,765	1,439,310
Warwick	495,950	564,330	424,100	1,484,380
Worcester	141,345	162,740	117,085	421,170
Totals	1,243,075	1,369,740	1,088,485	3,701,300

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Warwick, Worcester, Hereford	Estimated Nos. in Stafford, Salop	Estimated Nos. in Entire Territory	Per Cent of Whole
Class A	29,735	18,470	48,205	5·9
Class B	145,900	92,880	238,780	29·2
Class C	281,580	250,020	531,600	64·9
Totals of Families....	457,215	361,370	818,585	100·0

BIRTHS AND MARRIAGES

There were 66,779 births and 29,087 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
178,795	174,620	368,500	366,570	1,088,485

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,959	138	372

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
648,120	15,125	12,880	676,125

YOUTHS AND GIRLS

It is estimated that there are 106,035 youths and 106,835 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	110,000	9·0	—
Industrial				
Metal-working	Male	290,000	23·3	—
	Female	42,500	—	3·1
Jewellery and Allied Trades	Male	14,000	1·1	—
	Female	7,500	—	0·6
Mining and Quarrying	Male	96,000	7·7	—
Building Trades	Male	65,000	5·2	—
Wood and Furniture Trades	Male	44,500	3·5	—
Pottery, Glass, Bricks, Tiles, etc.	Male	33,000	2·6	—
	Female	31,500	—	2·3
Electrical Apparatus	Male	14,700	1·2	—
Textile Working	Male	9,000	0·7	—
	Female	18,500	—	1·4
Dress and Textile Goods	Male	16,500	1·3	—
	Female	34,500	—	2·5
Food, Drink and Tobacco Trades	Male	20,000	1·6	—
	Female	6,000	—	0·4
General Labourers	Male	61,000	4·9	—
Professional and Public Services				
Professional Practice	Male	23,000	1·9	—
	Female	29,500	—	2·2
Public Services	Male	20,500	1·6	—
Transport				
Railways	Male	27,500	2·2	—
Road Transport	Male	46,000	3·7	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	32,800	2·6	—
	Female	13,250	—	1·0
Sales and Shop Assistants....	Male	23,100	1·9	—
	Female	27,300	—	2·0
Warehousemen, Packers, etc.	Male	18,400	1·5	—
	Female	22,200	—	1·6
Clerks, Typists, etc.	Male	42,500	3·4	—
	Female	42,800	—	3·1
Domestic Servants	Female	82,500	—	6·0

*AGRICULTURE.—The total area of land in the Birmingham and Black Country Zone is 3,183,643 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 2,543,116 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the tables are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are:—

(I) Industries are so numerous and diversified that a prolonged slump in all of them at the same time is extremely improbable. Consequently, the purchasing power of the territory is considerably more stable than in districts which are mainly dependent upon one or two branches of industry.

(II) The fact that the metal-working for which the territory is famous comprises so many distinct and independent branches of the metal trades. There are steel works and foundries, chain-making, the manufacture of nuts, screws, locks and tools, and a host of metal articles of general consumption, to say nothing of the cycles and motor cars of Coventry.

(III) The presence of specialised industries in a number of the moderately populous towns—for example, the great breweries of Burton-on-Trent, and the shoe factories at Stafford.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Hereford	6,800
Salop	12,500
Stafford	38,950
Warwick	48,650
Worcester	15,300
Total	122,200

(IV) The inclusion in the territory of a number of prosperous resort and educational centres, such as Cheltenham, Droitwich, Leamington, Lichfield, Malvern, Shrewsbury, Stratford-on-Avon and Warwick.

(V) The importance of Birmingham, Rugby and Shrewsbury, in particular, as railway centres. The eastern portion of the territory is served by a network of local and cross-country lines, and Birmingham is a natural trading centre. The number of persons employed in commerce is correspondingly high.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Hereford	3,645	2,959	761	335
Salop	6,823	5,812	2,003	606
Stafford	20,735	19,492	9,249	2,539
Warwick	36,396	38,943	10,837	1,887
Worcester	9,777	8,754	3,173	837
Totals	77,376	75,960	26,023	6,204

FACTORIES, WORKSHOPS, ETC.

THE figures given below relate to the Factory Districts controlled from Birmingham, Coventry, Shrewsbury, Stoke-on-Trent, Walsall, Wolverhampton and Worcester. Boundaries of Factory Districts do not necessarily coincide with those of the Zone, but the differences, where they occur, are not of sufficient importance to interfere seriously with the value of the statistics as an index to the industrial activities of the Zone.

Class of Premises	Number in 1928 in			Totals
	Birmingham and Coventry Districts	Walsall and Wolverhampton Districts	Shrewsbury, Stoke and Worcester Districts	
Textile Factories	70	10	111	191
Non-Textile Factories	7,529	3,658	3,829	15,016
Workshops	4,006	2,025	3,156	9,187
Docks, Wharves and Quays (not forming part of Factories)	55	73	53	181
Warehouses (ditto)	122	82	142	346
Totals	11,782	5,848	7,291	24,921

NUMBER OF SHOPS IN SPECIFIED TRADES IN THE BIRMINGHAM AND 'BLACK COUNTRY' TERRITORY

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 59,700.

Class of Shop	Estimated Nos. in		
	Warwick, Worcester, Hereford	Staffs, Salop	Entire Territory
Bakers	1,110	650	1,760
Boot and Shoe Dealers and Repairers	2,235	1,715	3,950
Chemists	505	330	835
Confectioners	1,985	1,250	3,235
Dairies	810	385	1,195
Drapers and Hosiers	2,490	1,775	4,265
Grocers and Provision Dealers	2,650	2,480	5,130
Hairdressers	1,015	845	1,860
Hardwaremen, Ironmongers and Oilmen	610	475	1,085
Newsagents and Stationers	1,240	830	2,070
Tobacconists	960	785	1,745
Totals	15,610	11,520	27,130

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Hereford	456	57	513
Salop	936	102	1,038
Stafford	3,753	935	4,688
Warwick	2,228	1,016	3,244
Worcester	1,409	249	1,658
Totals	8,782	2,359	11,141

POPULATION, MARKET DAYS, EARLY CLOSING DAYS AND DISTANCES FROM LONDON OF URBAN AREAS IN THE BIRMINGHAM AND 'BLACK COUNTRY' TERRITORY

Town	Population	County	Miles from London	Market Days	Early Closing Days
Audley	15,140	Stafford	154	Saturday	Wednesday
Bedworth	3,120	Warwick	97	Tuesday	Wednesday
Bewdley....	2,610	Worcester	138	—	Wednesday
Biddulph	8,706	Stafford	165	Saturday	Wednesday
Bilston	31,210	Stafford	139	Mon. & Sat.	Thursday
Birmingham	968,100	Warwick	118	Thursday	Wednesday
Bishops Castle	1,315	Salop	180	Friday	Wednesday
Bridgnorth	4,886	Salop	149	Saturday	Thursday
Brierley Hill	13,510	Stafford	150	Saturday	Wednesday
Bromsgrove	9,712	Worcester	144	Tuesday	Thursday
Bromyard	1,562	Hereford	134	Thursday	Tuesday
Burton-on-Trent	48,960	Stafford	127	Thurs. & Sat.	Wednesday
Cannock....	35,830	Stafford	128	Saturday	Thursday
Church Stretton	1,789	Salop	175	Thursday	Wednesday
Coseley	25,220	Stafford	123	—	Thursday
Coventry	154,000	Warwick	94	Friday	Thursday
Darlaston	19,520	Stafford	128	—	Thursday
Dawley	7,413	Salop	153	Saturday	Tuesday
Droitwich	3,962	Worcester	125	Friday	Thursday
Dudley	58,820	Worcester	120	Saturday	Wednesday
Ellesmere	1,847	Salop	192	Tuesday	Thursday
Evesham	8,562	Worcester	106	Monday	Wednesday
Halesowen	29,410	Worcester	138	Saturday	Thursday
Hereford	23,820	Hereford	144	Wednesday	Thursday
Kenilworth	7,610	Warwick	99	—	Thursday
Kidderminster	27,570	Worcester	135	Thursday	Wednesday
Kidsgrove	10,520	Stafford	152	Saturday	Thursday
Kington....	1,670	Hereford	179	Tuesday	Wednesday
Leamington	29,760	Warwick	97	—	Thursday
Ledbury....	3,160	Hereford	136	Tuesday	Thursday
Leek	17,860	Stafford	156	Wed. & Sat.	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Leominster	5,543	Hereford	137	Friday	Thursday
Lichfield	8,316	Stafford	116	Friday	Wednesday
Ludlow	5,225	Salop	161	Monday	Thursday
Lye	12,070	Worcester	132	—	Thursday
Malvern	18,050	Worcester	125	—	Thursday
Market Drayton	4,629	Salop	163	Wednesday	Thursday
Newcastle-under-Lyme	22,560	Stafford	147	Mon. & Sat.	Thursday
Newport	3,024	Salop	147	Friday	Thursday
Nuneaton	45,440	Warwick	97	Saturday	Thursday
Oakengates	11,380	Salop	152	Saturday	Thursday
Oldbury	36,560	Worcester	119	Tues. & Sat.	Thursday
Oswestry	9,536	Salop	183	Wednesday	Thursday
Redditch	16,420	Worcester	130	Saturday	Wednesday
Ross	4,635	Hereford	132	Alt. Tuesdays	Wednesday
Rowley Regis	43,200	Stafford	120	Saturday	Thursday
Rugby	24,290	Warwick	82	Saturday	Wednesday
Rugeley	5,412	Stafford	124	Thurs. & Sat.	Wednesday
Shrewsbury	32,510	Salop	162	Wed, & Sat.	Thursday
Smethwick	82,450	Stafford	116	Fri. & Sat.	Wednesday
Stafford	28,740	Stafford	134	Tues. & Sat.	Wednesday
Stoke-on-Trent....	279,700	Stafford	146	Saturday	Thursday
Stone	5,878	Stafford	138	Tuesday	Thursday
Stourbridge	18,940	Worcester	125	Friday	Thursday
Stourport	5,170	Worcester	138	Saturday	Wednesday
Stratford-on-Avon	10,380	Warwick	101	Friday	Thursday
Sutton Coldfield	26,720	Warwick	117	Saturday	Thursday
Tamworth	7,872	Stafford	110	Saturday	Wednesday
Tettenhall	5,656	Stafford	127	—	Wednesday
Tipton	36,950	Stafford	121	Tuesday	Wednesday
Uttoxeter	5,303	Stafford	148	Wednesday	Thursday
Walsall	100,200	Stafford	120	Tues. & Sat.	Thursday
Warwick	14,220	Warwick	99	Saturday	Thursday
Wednesbury	33,620	Stafford	136	Friday	Thursday
Wellington	8,493	Salop	150	Thursday	Wednesday
Wem	2,155	Salop	173	Thursday	Wednesday
Wenlock	13,970	Salop	163	Monday	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
West Bromwich	80,280	Stafford	134	Saturday	Wednesday
Whitchurch	5,558	Salop	171	Friday	Wednesday
Willenhall	22,100	Stafford	126	Saturday	Thursday
Wolverhampton	133,900	Stafford	123	Wednesday	Thursday
Worcester	52,650	Worcester	120	Saturday	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY IN THE BIRMINGHAM AND 'BLACK COUNTRY' TERRITORY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Barford	3,000	170	Malvern	18,000	1,300
Birmingham	1,025,000	65,300	Market Drayton	4,700	780
Bromyard	1,600	230	Newcastle-under-Lyme	23,000	1,230
Burton-on-Trent	48,900	5,100	Nuneaton	45,000	5,000
Cannock	36,000	1,475	Oswestry	10,000	840
Church Stretton	2,600	270	Rugby	25,200	2,810
Coventry	159,000	18,805	Shrewsbury	31,000	2,383
Dudley	55,900	2,791	Stafford	29,000	1,635
Halesowen	28,200	1,050	Stoke-on-Trent	281,400	10,000
Hereford....	23,300	1,754	Stratford-on-Avon...	10,400	630
Kidderminster	32,500	1,800	Sutton Coldfield	28,000	4,100
Kington	1,800	145	Tamworth	8,000	1,480
Leamington	30,000	1,855	Walsall	120,000	6,185
Ledbury	3,400	220	Warwick	13,000	545
Leek	17,200	1,460	West Bromwich	79,500	2,925
Leominster	5,700	280	Wolverhampton	112,700	12,485
Lichfield	8,400	460	Worcester	50,600	4,280
Ludlow	6,300	964			

ZONE No. IX

EASTERN MIDLANDS TERRITORY

THE Eastern Midlands comprise a very well balanced industrial territory of rather high average purchasing power. The Zone lies right across the main lines of all the great railway systems running from London to the North, and consequently possesses exceptionally good communications. Its eastern portion also benefits by the river navigation on the Trent and its associated canals.

In the south are the boot and shoe towns of Northamptonshire. Boots and shoes and hosiery are also the outstanding industries of the City of Leicester, which, however, manufactures in addition large quantities of machinery and of ready-made clothing (including leather coats and garments designed especially for motorists). Nottingham specialises in the tanning of sheepskins, motorists' clothing, hosiery, and, of course, lace.

'DAILY MAIL' PENETRATION

In this territory *The Daily Mail* has an approximate daily net sale of 80,125 copies. Proportionate to the number of families (last census figures) this represents 1 in every 6·39 homes. Individual counties are dealt with in pages 17-23.

Textile working of various kinds is an occupation common to many of the smaller towns in both Derbyshire and Notts. Elastic web, silk, cotton and calico are among the products, along with hosiery and lace. Derby has boot, shoe and clothing factories.

Railways play a very large part in the life of the territory. Derby has the main offices and engine and carriage works of the Midland system ; Nottingham is a great railway centre; Trent, Kettering and Peterborough are other junctions of importance.

Coal-mining is extensively carried on in Leicestershire,

Nottinghamshire and Derbyshire. On the whole, the Derbyshire coalfield has suffered less than most others during the recent depression in the industry.

Apart from railway work, there is a great deal of engineering and metal-working activity generally throughout the Zone. Nottingham has large manufactures of agricultural machinery, bicycles, etc.

Parts of the territory—as, for instance, around Melton Mowbray—are celebrated for their hunting; and the Peak District in Derbyshire is a region of beautiful estates and resort towns. Buxton, the Matlocks, and Castleton are names that immediately occur to the mind in this connection.

The tourist traffic undoubtedly adds to the general prosperity of the territory, and it will be noted that although the proportion of "Class A" families is not particularly high, the proportion of families of the poorest types is also relatively low.

CLASSIFIED POPULATION AND FAMILIES IN EASTERN MIDLANDS TERRITORY

THE population included in the Eastern Midlands is about 4·74 per cent. of the total population of the British Isles.

County	Men	Women	Children	Total Population
Derby	262,250	273,800	227,150	763,200
Leicester	183,000	210,500	144,500	538,000
Northampton	109,200	120,940	79,300	309,440
Nottingham	230,820	259,420	199,060	689,300
Soke of Peterborough	17,925	19,915	13,200	51,040
Totals	803,195	884,575	663,210	2,350,980

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Leicester, Northampton, Soke of Peterborough	Nottingham, Derby	Entire Territory	Per Cent. of Whole
Class A	15,160	18,150	33,310	6·0
Class B	105,170	116,260	221,430	39·7
Class C	105,240	197,350	302,590	54·3
Totals of Families	225,570	331,760	557,330	100·0

BIRTHS AND MARRIAGES

There were 40,529 births and 18,509 marriages in the Eastern Midlands Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Eastern Midlands Zone.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
106,650	103,670	227,140	225,750	663,210

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,635	81	205

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
394,750	8,100	5,900	408,750

YOUTHS AND GIRLS

It is estimated that there are 66,310 youths and 67,100 girls between the ages of 16 and 18 years in the Eastern Midlands Zone.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Derby	11,785	13,090	4,817	1,676
Leicester	11,999	11,428	4,226	1,006
Northampton	7,592	7,779	2,094	686
Nottingham	12,670	13,191	4,558	1,276
Soke of Peterborough	1,469	1,400	367	103
Totals	45,515	46,888	16,062	4,747

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone.
*Agriculture	Male	70,300	8·7	—
Industrial				
Metal Working	Male	81,200	10·1	—
Mining and Quarrying	Male	133,000	16·5	—
Building Trades	Male	39,200	4·8	—
Wood and Furniture Trades	Male	26,300	3·3	—
Textile Working	Male	30,600	3·8	—
	Female	63,900	—	7·2
Dress and Textile Goods	Male	56,200	7·0	—
	Female	62,100	—	7·0
Food, Drink and Tobacco Trades	Male	10,700	1·3	—
	Female	4,000	—	0·5
Stationary Engine Drivers	Male	9,850	1·2	—
General Labourers	Male	29,770	3·7	—
Professional and Public Services				
Professional Practice	Male	13,750	1·7	—
	Female	17,000	—	1·9
Public Services	Male	12,100	1·5	—
Transport				
Railways	Male	24,650	3·1	—
Road Transport	Male	25,200	3·1	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	24,000	3·0	—
	Female	7,000	—	0·8
Sales and Shop Assistants....	Male	21,270	2·6	—
	Female	15,450	—	1·7
Warehousemen, Packers, etc.	Male	12,750	1·6	—
	Female	9,000	—	1·0
Clerks, Typists, etc.	Male	25,900	3·2	—
	Female	19,100	—	2·2
Domestic Servants	Female	48,400	—	5·5

*AGRICULTURE.—The total area of land in the Eastern Midlands Zone is 2,349,311 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 1,884,307 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other zones of different size and character. Features of special interest in this Zone are :—

(I) The wide range of industrial activities comprised under the headings " Textile Working " and " Dress and Textile Goods." In its north-west corner the territory participates in the cotton industries centred in Lancashire ; in the east it specialises in hosiery and lace ; in the south it engages on a great scale in the manufacture of boots and shoes, which come under the general classification of dress goods. Leicester employs many workers in the manufacture of yarns, threads and elastic, as well as in almost all the other textile and dress trades developed throughout the Zone. Large ready-made clothing factories are to be found in Derby, Leicester and other towns.

(II) The importance of railway as a source of employment in the numerous " railway towns " in the Zone. Railway servants enjoy a stability of employment well above the average of ordinary industry.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Derby	24,050
Leicester....	20,950
Northampton....	11,650
Nottingham	24,200
Soke of Peterborough	1,850
Total	82,700

(III) The fact that the mining and quarrying industries include several of the most up-to-date and efficient mines in the country, serving the home trade and therefore escaping, to a great extent, the troubles of foreign competition. In addition to coal, however, there are iron ore, much building stone of fine quality, and considerable quantities of gypsum.

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shops listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 35,200.

Class of Shop	Estimated Nos. in Leicester, Northants, Soke of Peterborough	Estimated Nos. in Derby, Nottingham	Estimated Nos. in Entire Territory
Bakers	655	500	1,155
Boot and Shoe Dealers and Repairers	1,275	1,635	2,910
Chemists	190	325	515
Confectioners	750	1,430	2,180
Dairies	370	655	1,025
Drapers and Hosiers	980	1,330	2,310
Grocers and Provision Dealers	1,175	2,225	3,400
Hairdressers	515	845	1,360
Hardwaremen, Ironmongers and Oilmen	265	435	700
Newsagents and Stationers	460	830	1,290
Tobacconists	245	400	645
Totals	6,880	10,610	17,490

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Derby	1,711	568	2,279
Leicester	1,111	577	1,688
Northampton	883	436	1,319
Nottingham	1,181	647	1,828
Soke of Peterborough	142	41	183
Totals	5,028	2,269	7,297

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Derby and Nottingham Districts	Number in 1928 in Leicester and Northampton Districts	Totals
Textile Factories	569	461	1,030
Non-Textile Factories	3,972	3,911	7,883
Workshops	2,911	2,116	5,027
Docks, Wharves and Quays (not forming part of Factories)	15	7	22
Warehouses (ditto)	58	85	143
Totals	7,525	6,580	14,105

POPULATION, MARKET DAYS, EARLY CLOSING DAYS AND DISTANCES FROM LONDON OF URBAN DISTRICTS IN THE EASTERN MIDLANDS

Town	Population	County	Miles from London	Market Days	Early Closing Days
Alfreton	21,710	Derby	136	Friday	Wednesday
Arnold	12,980	Notts	128	Saturday	Thursday
Ashbourne	4,537	Derby	147	Saturday	Wednesday
Ashby-de-la-Zouch	5,248	Leicester	118	Saturday	Wednesday
Bakewell	3,165	Derby	152	Mon. & Fri.	Thursday
Beeston	16,010	Notts	122	Saturday	Thursday
Belper	13,100	Derby	134	Saturday	Wednesday
Bolsover	12,830	Derby	152	—	Wednesday
Brackley	2,220	Northants	68	Friday	Tuesday
Buxton	17,400	Derby	168	Saturday	Wednesday
Carlton & Gedling	20,360	Notts	128	Wed. & Sat.	Thursday
Chesterfield	65,630	Derby	152	Saturday	Wednesday
Clay Cross	8,811	Derby	148	Saturday	Wednesday
Coalville	22,970	Leicester	113	Friday	Wednesday
Daventry	3,509	Northants	72	Tuesday	Thursday
Derby	139,100	Derby	129	Friday	Wednesday
Desborough	4,459	Northants	79	—	Thursday
Dronfield	4,488	Derby	157	—	Wednesday
Eastwood	5,449	Notts	136	Fri. & Sat.	Thursday
Glossop	19,640	Derby	192	Saturday	Tuesday
Heage	4,448	Derby	139	—	Wednesday
Heanor	22,780	Derby	132	Saturday	Wednesday
Hinckley	15,430	Leicester	100	Monday	Thursday
Hucknall Torkard	17,210	Notts	133	Friday	Wednesday
Ilkeston	33,000	Derby	126	Sat. & Thurs.	Wednesday
Irthlingborough	4,906	Northants	65	—	Thursday
Kettering	30,810	Northants	72	Friday	Thursday
Leicester	246,000	Leicester	99	Wed. & Sat.	Thursday
Long Eaton	21,600	Derby	123	Saturday	Thursday
Loughborough	25,950	Leicester	110	Thursday	Wednesday
Mansfield	47,550	Notts	142	Thursday	Wednesday
Market Harboro'	9,002	Leicester	83	Tuesday	Thursday
Matlock	9,894	Derby	143	Saturday	Thursday
Melton Mowbray	10,550	Leicester	102	Tuesday	Thursday
Newark	17,000	Notts	120	Wednesday	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
New Mills	8,945	Derby	173	Saturday	Wednesday
Northampton	94,270	Northants	67	Wed. & Sat.	Thursday
Nottingham	266,600	Notts	125	Wed. & Sat.	Thursday
Oadby	4,247	Leicester	93	—	Thursday
Peterborough	37,620	Soke of Peterborough	76	Wed. & Sat.	Thursday
Raunds	3,715	Northants	69	—	Wednesday
Ripley	14,000	Derby	137	Saturday	Wednesday
Rothwell	4,687	Northants	76	—	Thursday
Rushden	13,650	Northants	61	—	Thursday
Sutton-in-Ashfield	24,490	Notts	140	Saturday	Wednesday
Swadlincote	21,350	Derby	122	Saturday	Wednesday
Wellingborough	20,550	Northants	68	Wednesday	Thursday
West Bridgford	14,780	Notts	124	—	Thursday
Wirksworth	3,935	Derby	139	Tuesday	Wednesday
Worksop	25,430	Notts	146	Wed. & Sat.	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY IN CERTAIN DISTRICTS OF THE EASTERN MIDLANDS TERRITORY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Buxton	15,600	1,615	Mansfield	60,000	4,960
Chesterfield	65,600	8,180	Northampton....	113,700	10,900
Derby	147,700	14,380	Nottingham	333,800	18,660
Glossop	20,400	700	Peterborough	60,000	3,600
Ilkeston	32,000	1,210	Retford	14,000	310
Kettering	56,300	5,990	Staveley	17,000	1,320
Leicester....	249,400	26,930	Wellingborough	24,900	1,500
Long Eaton	23,000	1,870	Worksop	24,000	3,080
Loughborough	27,600	2,385			

ZONE No. X

LINCOLNSHIRE AND RIVER HUMBER TERRITORY

THIS territory comprises the long stretch of coast from the centre of the Wash northwards to Filey Point. More than one-third of the entire population is concentrated in the two great Humber ports of Hull and Grimsby, the only large inland centre being the City of Lincoln.

Apart from these three County Boroughs, the Zone is mainly an agricultural region dotted here and there with market towns of very moderate size. The value of these little towns from a trading point of view is considerably greater than their relatively small population would indicate, for each of them serves as a shopping centre for a considerable area in which an unusually large proportion of the people are to be found in agricultural villages.

'DAILY MAIL' PENETRATION
In Lincolnshire, Rutland and the whole of Yorkshire *The Daily Mail* has an approximate daily net sale of 189,171 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·89 homes.

Along the coast there are a number of resort towns, from popular Skegness, in the South, to Bridlington and Filey, in the North. Cleethorpes, near Grimsby, is also a popular holiday town, and the inland health resort of Woodhall Spa caters especially for rheumatic and catarrhal patients during all except the winter months.

Lincoln, Grantham and Gainsborough are important railway junctions, the last mentioned being also a notable centre for the inland water traffic.

The port of Boston enjoys considerable coastwise and fishing trade. Large agricultural machinery and general engineering works are modern features of the ancient city of Lincoln.

Hull and Grimsby are identified with the fishing industry, Grimsby is, of course, the more famous in this particular respect. special trains being run from the port to all parts of the country to meet the requirements of the fish trade. Hull, however, has hundreds of trawlers and a larger number of smoke houses and curing yards than any other port in the British Isles.

In general trade Hull far surpasses Grimsby, but the latter is by no means an insignificant port for ordinary merchandise. It has regular sailings to the Scandinavian countries, and imports large quantities of dairy produce, timber, wood pulp, etc. The docks at Immingham are equipped with modern coal-handling and grain-handling machinery, and provide special facilities for the storage of wool.

Hull ranks high among the great ports of the world. Pre-eminent among British ports in the soft fruit trade, it also does an enormous business in wool, timber, oils and grain. The river frontage available for shipping, in addition to the big docks, extends for seven miles, and the area for open storage, apart from the very numerous warehouses provided for special classes of merchandise and for general goods, is no less than six hundred acres.

A network of canals and river navigation enables goods suitable for water transport to be conveyed very cheaply between the Humber and the big manufacturing towns of the West Riding, Lancashire and the Midlands.

Seed-crushing for oil and oil-cake, artificial fertiliser works, tanneries, ship and boat-building yards, chemical and paint factories, are among the outstanding industrial activities in and near the City of Hull. The agriculture of the territory is very varied, including large areas under vegetables, as well as the usual grain crops. Stock-raising and sheep-farming are other branches of farming which receive special attention, and there has also been much development of the sugar-beet industry in Lincolnshire.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Territory is about 2·27 per cent. of the total population of the British Isles. The proportion of the national purchasing power concentrated in the territory is certainly not below this figure.

County	Estimated Nos. of Men	Women	Children	Total Population
Lincolnshire	213,875	224,515	175,330	613,720
Rutland	6,370	6,790	4,800	17,960
East Riding of Yorkshire	159,640	175,200	137,220	472,060
Totals	379,885	406,505	317,350	1,103,740

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Nos. in Lincoln and Rutland	East Riding of Yorkshire	Entire Territory	Per Cent. of whole
Class A	13,470	8,570	22,040	8·6
Class B	53,265	27,980	81,245	31·9
Class C	81,795	70,020	151,815	59·5
Totals of Families	148,530	106,570	255,100	100·0

BIRTHS AND MARRIAGES

There were 20,260 births and 7,885 marriages in the Lincolnshire and River Humber Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Lincolnshire and River Humber Zone.

Under 5 years of age Males	Females	Between 5 and 15 Males	Females	Total
51,420	50,635	108,350	106,945	317,350

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,046	55	135

SCHOOL ATTENDANCES

Whole Time Under 16	Over 16	Part Time	Total
190,580	3,825	3,320	197,725

YOUTHS AND GIRLS

It is estimated that there are 30,745 youths and 29,425 girls between the ages of 16 and 18 years in the Lincolnshire and River Humber Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	84,450	22·2	—
Fishing	Male	7,000	1·8	—
Industrial				
Metal Working	Male	42,100	11·1	—
Building Trades	Male	19,350	5·1	—
Wood and Furniture Trades	Male	15,430	4·1	—
Dress and Textile Goods	Male	4,570	1·2	—
	Female	7,340	—	1·8
Food, Drink and Tobacco Trades	Male	6,820	1·8	—
	Female	3,510	—	0·9
General Labourers	Male	22,460	5·9	—
Professional and Public Services				
Professional Practice	Male	7,020	1·8	—
	Female	9,360	—	2·3
Public Services	Male	10,340	2·7	—
Transport				
Railways	Male	11,650	3·0	—
Road Transport	Male	12,100	3·2	—
Water Transport	Male	22,600	6·0	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	14,580	3·8	—
	Female	3,640	—	0·9
Sales and Shop Assistants....	Male	8,600	2·3	—
	Female	10,020	—	2·5
Clerks, Typists, etc.	Male	13,060	3·4	—
	Female	7,020	—	1·7
Domestic Servants	Female	34,530	—	8·5

*AGRICULTURE.—The total area of land in the Lincolnshire and River Humber Zone is 2,546,194 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 2,247,809 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS OF THE LINCOLNSHIRE AND RIVER HUMBER TERRITORY

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males and females in each group is shown also as a percentage of the total number of men or women in the territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character.

Features of special interest in this Zone are :—

(I) The high proportion of men engaged in water transport. This implies a very large transient population both of seafaring men and ordinary travellers, a great many of whom will require to make purchases locally, either before starting or on completion of sea voyages. Local buying power will be augmented by these special purchases.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Lincoln:	
Holland	5,665
Kesteven	5,440
Lindsey	19,735
Rutland	910
East Riding of Yorkshire	19,750
Total	51,500

(II) The good balance between agricultural and industrial pursuits.

(III) The existence, particularly in the neighbourhood of Hull, of a number of miscellaneous industries which increase the variety of avenues of employment to a greater extent than can be shown in the general table.

FACTORIES, WORKSHOPS, ETC. IN THE LINCOLNSHIRE AND RIVER HUMBER TERRITORY

THE figures given below relate to the Factory Districts controlled from Hull and Lincoln. Boundaries of Factory Districts do not necessarily coincide with those of the Zone, and the Lincoln District undoubtedly includes a number of factories beyond the western border of the Zone.

Class of Premises	Number in 1928 in Hull District	Number in 1928 in Lincoln District	Totals
Textile Factories	9	4	13
Non-Textile Factories	1,702	1,924	3,626
Workshops	1,441	1,754	3,195
Docks, Wharves and Quays (not forming part of Factories)	92	43	135
Warehouses (ditto)	119	27	146
Totals	3,363	3,752	7,115

STATISTICS OF MOTOR VEHICLES LICENSED IN THE ZONE IN 1928

County	Nos. Licensed: Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Lincolnshire	14,242	17,642	4355	1270
Rutland	538	598	129	40
East Riding of Yorkshire	8,593	9,852	2,854	802
Totals	23,373	28,092	7,338	2,112

NUMBER OF SHOPS IN SPECIFIED TRADES

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated.

The total number of shops of all kinds in the Territory is approximately 18,200.

Class of Shop	Estimated Nos. in East Riding of Yorkshire	Lincoln Rutland	Entire Territory
Bakers	155	435	590
Boot and Shoe Dealers and Repairers	650	840	1,490
Chemists	145	185	330
Confectioners	615	550	1,165
Dairies	375	150	525
Drapers and Hosiers	480	650	1,130
Grocers and Provision Dealers	1,195	1,215	2,410
Hairdressers	245	345	590
Hardwaremen, Ironmongers and Oilmen	150	220	370
Newsagents and Stationers	300	340	640
Tobacconists	200	240	440
Totals	4,510	5,170	9,680

LICENSED PREMISES IN 1928

County	No. of On-Licences	No. of Off-Licences	Total
Lincolnshire	1,653	310	1,963
Rutland	104	17	121
East Riding of Yorkshire	781	395	1,176
Totals	2,538	722	3,260

POPULATION, MARKET DAYS, ETC.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Alford	2,202	Lincoln	130	Tuesday	Thursday
Barton-on-Humber	6,371	Lincoln	174	Monday	Thursday
Beverley	13,540	East Riding	181	Saturday	Thursday
Boston	15,850	Lincoln	107	Wed. & Sat.	Thursday
Bourne	4,417	Lincoln	97	Thursday	Wednesday
Bridlington	17,830	East Riding	215	Wed. & Sat.	Thursday
Brigg	3,617	Lincoln	159	Thursday	Wednesday
Cleethorpes	28,540	Lincoln	155	—	Thursday
Crowle	2,768	Lincoln	172	Friday	Wednesday
Driffield	6,171	East Riding	195	Thursday	Friday
Filey	3,627	East Riding	233	—	Wednesday
Gainsborough	18,750	Lincoln	145	Tuesday	Wednesday
Grantham	12,200	Lincoln	105	Saturday	Thursday
Great Grimsby	90,270	Lincoln	155	Friday	Thursday
Hessle	7,110	East Riding	192	Tuesday	Thursday
Holbeach	5,941	Lincoln	99	Thursday	Wednesday
Horncastle	3,380	Lincoln	130	Saturday	Wednesday
Hornsea	4,435	East Riding	212	Saturday	Thursday
Hull	297,600	East Riding	175	Tues. & Fri.	Thursday
Lincoln	65,820	Lincoln	130	Fri. & Sat.	Wednesday
Long Sutton	3,134	Lincoln	105	Friday	Wednesday
Louth	9,370	Lincoln	140	Wednesday	Thursday
Mablethorpe	5,003	Lincoln	136	—	Thursday
Market Rasen	2,035	Lincoln	145	Tuesday	Thursday
Pocklington	2,748	East Riding	196	Saturday	Wednesday
Scunthorpe	31,660	Lincoln	191	Fri. & Sat.	Thursday
Skegness	6,831	Lincoln	130	—	Thursday
Sleaford	7,302	Lincoln	112	Monday	Thursday
Spalding	11,700	Lincoln	93	Tuesday	Thursday
Stamford	10,660	Lincoln	92	Friday	Thursday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Barton-on-Humber	6,500	—	Hull	309,400	21,240
Boston....	58,500	640	Lincoln	66,000	2,660
Bridlington	23,000	2,990	Scunthorpe	32,800	1,930
Cleethorpes	32,500	910	Sleaford	6,700	650
Grantham	18,900	1,889	Stamford	10,000	735
Great Grimsby	110,900	6,800			

ZONE No. XI

THE WEST RIDING OF YORKSHIRE

WITH a few minor exceptions the towns of the West Riding of Yorkshire are exclusively mining or manufacturing centres. The only port in the Territory is Goole, at the head of the Humber, but this, although altogether overshadowed by its great neighbour, Hull, is of very considerable importance in connection with the canal systems by which the Humber is linked not only with the great towns of the West Riding, but also with those of Lancashire and the Midlands.

Coal-mining is an important industry over a large part of the Riding, not only around Sheffield and Barnsley in the south are the great pits to be found, but also near great textile cities like Leeds, which includes in its population between six and seven thousand miners. Some of the districts officially classified as "rural" consist almost exclusively of mining villages. The Yorkshire coalfield, like that of Derbyshire, has not suffered so severely as those of other parts of the country, but in those areas where mining is the predominant industry, the average purchasing power is somewhat lower than its normal level.

'DAILY MAIL' PENETRATION

In the county of Yorkshire *The Daily Mail* has an approximate daily net sale of 161,376 copies. Proportionate to the number of families (last census figures) this represents 1 in every 6 homes.

The metal industries of the Riding include the famous cutlery establishments at Sheffield, together with the great steel and munition works with which that City is also associated. A number of the big textile towns, however, manufacture also machinery and

apparatus connected with the production of textile goods, as well as engaging in general engineering. Leeds, Bradford, Halifax and Huddersfield are all very considerable metal-working centres, apart from their eminence in the world of wool. Nearly 35,000 male inhabitants of Leeds are employed in this type of industry, and in the other three towns the corresponding figures are 12,000, 8,000 and 6,500 respectively.

So far as textiles are concerned, the West Riding manufactures woollen yarns and goods of every description. Bradford may be considered as the metropolis of the woollen trades, finding employment for about 55,000 persons in textile-working alone. Other centres specialise in particular lines of production. Leeds, for example, has an enormous production of woollen clothing, as distinct from other woollen goods.

Doncaster is one of the outstanding railway towns of the country, and possesses also a famous race-course.

There is a wide stretch of hilly country in the north-western section, most of which is very thinly populated. Harrogate, Ilkley and, to a lesser extent, Ripon are inland resort towns, but their size in relation to that of the manufacturing centres is not such as to have an appreciable effect upon the housing and luxury classifications of the Zone.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Territory is about 7·0 per cent. of the total population of the British Isles. For industrial purposes purchasing power is, of course, high, but the consumption in the Territory of products used individually or in the home is probably less in relation to total national consumption than its proportion of the entire population.

County.	Men.	Women	Children	Total Population
West Riding of Yorkshire	1,139,820	1,274,400	910,040	3,324,260
York City	30,435	34,045	22,730	87,210
Totals	1,170,255	1,308,445	932,770	3,411,470

CLASSIFIED FAMILIES

THE basis of classification is explained on pages 45 and 46. The low percentage of well-to-do families is largely explained by the fact that the Zone is almost entirely devoted to mining and manufacturing industries, that it has no coast line with comfortable resort and residential towns, such as are to be found along the Lancashire and Cheshire coast, and no great ports or thriving agricultural areas such as improve the situation in the outlying portions of the South Wales Coalfield Zone. The moorland resorts, like Harrogate and Ilkley, are relatively small in population, and the outlying rural districts are wild and mountainous, rather than favourable to agriculture. It would be erroneous to infer that the West Riding working-class population is exceptionally deficient in purchasing power.

Class of Family	Estimated Number in West Riding of Yorkshire	Estimated Number in York City	Estimated Number in Entire Territory	Per cent. of Whole
Class A	32,850	1,220	34,070	4·2
Class B	163,310	7,610	170,920	21·3
Class C	586,720	10,905	597,625	74·5
Totals of Families	782,880	19,735	802,615	100·0

BIRTHS AND MARRIAGES

There were 57,728 births and 26,168 marriages in this Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in this Zone.

Under 5 years of age Males	Under 5 years of age Females	Between 5 and 15 Males	Between 5 and 15 Females	Total
148,745	145,640	319,695	318,690	932,770

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,690	129	175

SCHOOL ATTENDANCES

Whole Time Under 16	Whole Time Over 16	Part Time	Total
558,605	15,040	15,545	589,190

YOUTHS AND GIRLS

It is estimated that there are 93,405 youths and 96,475 girls between the ages of 16 and 18 years in this Zone.

OCCUPATIONAL STATISTICS

Occupations.	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	46,100	4·0	—
Industrial				
Metal Working	Male	186,850	16·0	—
Mining and Quarrying	Male	159,400	13·6	—
Bricks, Pottery, Glass, etc.	Male	10,700	0·9	—
Building Trades	Male	58,800	5·0	—
Wood and Furniture Trades	Male	37,600	3·2	—
Electrical Apparatus	Male	10,850	0·9	—
Textile Working	Male	110,800	9·5	—
	Female	147,500	—	11·3
Dress and Textile Goods	Male	23,150	2·0	—
	Female	50,820	—	3·7
Food, Drink and Tobacco Trades	Male	12,780	1·1	—
	Female	9,000	—	0·7
Printing and Paper Trades	Male	10,100	0·9	—
	Female	6,700	—	0·5
Stationary Engine Drivers	Male	20,350	1·8	—
General Labourers	Male	53,530	4·6	—
Professional and Public Services				
Professional Practice	Male	21,600	1·8	—
	Female	24,750	—	1·9
Public Services	Male	19,750	1·7	—
Transport				
Railways	Male	29,780	2·5	—
Road Transport	Male	44,370	3·8	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	37,800	3·2	—
	Female	10,500	—	0·8
Sales and Shop Assistants....	Male	23,670	2·0	—
	Female	25,440	—	1·9
Warehousemen, Packers, etc.	Male	25,280	2·2	—
	Female	10,530	—	0·8
Clerks, Typists, etc.	Male	39,640	3·4	—
	Female	27,750	—	2·1
Domestic Servants	Female	62,860	—	4·8

*AGRICULTURE.—The total area of land in the West Riding of Yorkshire is 1,763,304 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 1,074,613 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS OF THE WEST RIDING OF YORKSHIRE

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are:—

(I) The enormous population concentrated within a small area.

(II) The large numbers of women finding employment in the textile industries. Inasmuch as many of these women are married, the fact of their employment in industry is one to be borne in mind in connection with the methods of marketing a great variety of commodities used in the home.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

West Riding of Yorkshire	114,500
York City	3,400
Total	117,900

(III) The very considerable dependence of parts of the territory upon coal-mining. Although the Yorkshire and Derbyshire mines have not been so hard hit as many others during the present depression in the coal industry, the miners are relatively in a weak position as compared with most other industrial workers.

(IV) The position of Sheffield as the metropolis of the cutlery trades.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
West Riding of Yorkshire (including York City)....	57,446	47,727	21,870	4,953

NUMBER OF SHOPS IN SPECIFIED TRADES

The total number of shops of all kinds in the Territory is approximately 52,500.

Class of Shop	Estimated Nos. in West Riding of Yorkshire	York City	Entire Territory
Bakers	870	40	910
Boot and Shoe Dealers and Repairers	3,500	120	3,620
Chemists	755	35	790
Confectioners	3,810	105	3,915
Dairies	740	20	760
Drapers and Hosiers	3,615	95	3,710
Grocers and Provision Dealers	5,500	125	5,625
Hairdressers	1,560	80	1,640
Hardwaremen, Ironmongers and Oilmen	835	25	860
Newsagents and Stationers	1,700	60	1,760
Tobacconists	985	55	1,040
Totals	23,870	760	24,630

NUMBER OF LICENSED PREMISES, 1928

County	No. of On-Licences	No. of Off-Licences	Total
West Riding of Yorkshire (including York City)	5,721	2,978	8,699

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Sheffield, Rotherham and Wakefield Districts	North & South Leeds Districts	Huddersfield, Halifax, Bradford & Keighley Districts	Total
Textile Factories	275	262	1,652	2,189
Non-Textile Factories	5,451	4,039	5,495	14,985
Workshops	2,579	2,362	3,510	8,451
Docks, Wharves and Quays (not forming parts of Factories)	31	57	24	112
Warehouses (ditto)	83	89	158	330
Totals	8,419	6,809	10,839	26,067

POPULATION, MARKET DAYS, ETC.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Ardsley	9,209	West Riding	180	—	—
Baildon	7,218	,,	206	—	—
Barnoldswick	12,710	,,	230	—	Tuesday
Barnsley	71,080	,,	173	Wednesday	Thursday
Batley	34,250	,,	183	Friday	Tuesday
Bingley	20,100	,,	207	—	Tuesday
Birkenshaw	2,878	,,	186	—	Tuesday
Birstall	7,185	,,	186	Saturday	Tuesday
Bradford	288,500	,,	196	Mon. & Thurs.	Wednesday
Brighouse	19,460	,,	194	Saturday	Tuesday
Burley	4,231	,,	197	—	Wednesday
Calverley	3,633	,,	191	—	Tuesday
Castleford	23,290	,,	175	Saturday	Wednesday
Clayton	5,334	,,	194	—	Tuesday
Conisbrough	18,540	,,	160	—	Thursday
Darfield	5,485	,,	170	—	Thursday
Darton	11,820	,,	178	—	Thursday
Denholme	2,944	,,	209	—	Tuesday
Dewsbury	53,130	,,	182	Wed. & Sat.	Tuesday
Doncaster	59,440	,,	150	Tues. & Sat.	Thursday
Drighlington	4,081	,,	186	—	Tuesday
Elland	10,660	,,	191	—	Tuesday
Farsley	6,323	,,	190	—	Tuesday
Featherstone	15,550	,,	170	—	Wednesday
Golcar	10,210	,,	206	—	Tuesday
Goole	19,430	,,	173	Wednesday	Thursday
Greetland	4,202	,,	189	Fri. & Sat.	Wednesday
Halifax	97,740	,,	202	Saturday	Thursday
Harrogate	36,880	,,	199	—	Wednesday
Haworth	6,329	,,	215	—	Tuesday
Hebden Bridge	6,099	,,	219	Last Friday	Tuesday
Heckmondwike	8,772	,,	185	Tues. & Sat.	Wednesday
Hemsworth	14,040	,,	167	—	Wednesday
Hipperholme	4,884	,,	208	—	Wednesday
Holmfirth	10,380	,,	195	Saturday	Tuesday
Honley	4,402	,,	198	—	Tuesday
Horbury	7,806	,,	176	—	Wednesday
Horsforth	11,230	,,	190	—	Wednesday
Huddersfield	113,000	,,	190	Mon. & Sat.	Wednesday
Ilkley	10,070	,,	203	—	Wednesday
Keighley	40,220	,,	211	Wednesday	Tuesday
Knaresborough	5,922	,,	216	Wednesday	Thursday
Knottingley	6,911	,,	175	—	Thursday
Leeds	474,800	,,	186	Tues. & Sat.	Wednesday
Marsden	5,554	,,	202	Saturday	Tuesday
Meltham	5,540	,,	187	—	Wednesday
Methley	4,567	,,	177	—	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Mexboro'	16,340	West Riding	181	Saturday	Thursday
Mirfield	12,480	,,	191	Saturday	Tuesday
Morley	23,140	,,	181	Fri. & Sat.	Tuesday
Normanton	16,500	,,	179	Saturday	Wednesday
Ossett	14,760	,,	178	Friday	Tuesday
Penistone	3,768	,,	175	—	Thursday
Pontefract	18,180	,,	173	Saturday	Thursday
Pudsey	14,320	,,	189	Saturday	Wednesday
Queensbury	5,724	,,	197	—	Tuesday
Ripon	8,443	,,	214	Thursday	Wednesday
Rotherham	70,530	,,	142	Mon. & Sat.	Thursday
Rothwell	15,740	,,	197	—	Wednesday
Saddleworth	12,630	,,	190	Wednesday	Tuesday
Selby	9,699	,,	175	Monday	Thursday
Sheffield....	515,400	,,	162	Tues. & Sat.	Thursday
Shipley	29,310	,,	193	Friday	Wednesday
Skipton	12,120	,,	219	Mon. & Sat.	Tuesday
Slaithwaite	5,123	,,	199	Alt. Mon.	Tuesday
Sowerby Bridge	14,210	,,	195	Friday	Wednesday
Spenborough	30,370	,,	192	Friday	Wednesday
Stainland	4,363	,,	190	—	Tuesday
Swinton	14,150	,,	163	Saturday	Thursday
Tickhill	2,185	,,	156	—	Thursday
Todmorden	22,680	,,	203	Wednesday	Tuesday
Wakefield	56,620	,,	175	Wed. & Fri.	Wednesday
Wath-on-Dearne	13,980	,,	165	—	Thursday
Wombwell	20,320	,,	166	Saturday	Thursday
Yeadon	7,133	,,	197	Friday	Tuesday
York	87,210	,,	191	Saturday	Wednesday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Adwick-le-Street	25,000	2,960	Huddersfield	133,300	18,100
Barnsley	68,000	5,600	Ilkley....	9,800	1,320
Batley	36,200	2,000	Keighley	55,700	2,440
Bingley	20,000	1,850	Rotherham	105,400	8,790
Bradford	293,200	29,360	Sheffield	550,000	47,520
Dearne District	50,000	1,575	Shipley	28,300	2,160
Doncaster	68,000	6,915	Skipton	12,500	780
Halifax	99,100	8,785	Spenborough	12,500	960
Harrogate	43,900	5,400	Todmorden	23,900	980
Hebden Bridge	7,200	950	Wakefield	56,600	5,590
Holmfirth	10,500	1,310	York	84,000	8,820

ZONE No. XII

LANCASHIRE AND CHESHIRE

LANCASHIRE is the most populous of all the counties of England, not excepting the County of London. It includes two great cities—Liverpool and Manchester—that are themselves metropolitan in size and character. The suburbs of these two great centres include many populous Boroughs and Urban Districts, not only in Lancashire, but across the border in Cheshire.

Cotton spinning and weaving are the predominant industries, finding employment for well over half a million persons in all. Oldham is the greatest centre, about one quarter of the total cotton brought into the United Kingdom being handled in this town or its immediate vicinity.

'DAILY MAIL' PENETRATION

In the Lancashire and Cheshire territory *The Daily Mail* has an approximate daily net sale of 232,371 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·78 homes.

Most of the big Lancashire towns, however, are largely dependent on the textile industry in one way or another. Some specialise in particular branches—as, for example, Blackburn in calicoes and light fabrics for the Oriental market, Colne in check and striped and woven fancy goods, Rochdale in products distinguished by their strength. Bury and Rochdale manufacture woollen, as well as cotton, goods, the latter especially concentrating upon woollen coatings, baize, flannels and friezes. Of the extensive metal-working establishments in the Territory, many are engaged in the production of textile machinery and apparatus.

In Cheshire there are also several important cotton towns, including Stockport, Hyde, Stalybridge and Dukinfield. Macclesfield and Congleton are predominantly silk towns.

The ports of the Territory are world-famous. Liverpool is the second port of the United Kingdom, with numerous regular trans-Atlantic steamship services to the United States and Canada, as well as to many other parts of the world. Birkenhead and Wallasey, which adjoin Liverpool on the Cheshire side of the Mersey Estuary, also have large numbers of water transport workers.

Since the opening of the Manchester Ship Canal, Manchester also has become a port for large ocean-going ships. It has very extensive storage facilities and dock railways. Minor ports are Runcorn, on the Ship Canal; Lancaster, which is served by Glasgow Dock about five miles distant from the city proper; Fleetwood and Heysham, with their Irish and Isle of Man cross-channel services, to say nothing of the very considerable fishing fleet belonging to the former; and Preston, which is also the administrative headquarters for the County of Lancashire. Barrow-in-Furness is a ship-building port both for warships and commercial vessels.

Mining, mainly for coal, is also a feature in the Territory. The principal mining towns are Wigan, St. Helens and Leigh, but there are a number of others where the industry is sufficiently developed to employ from a thousand to five thousand men in local pits. Near Barrow iron ore is mined, and there are salt mines near Northwich in Cheshire. Stone is quarried in various places.

Miscellaneous industries worthy of note are the glass works at St. Helens; chemical works at St. Helens, Runcorn and Widnes; and the railway works at Crewe and Horwich.

Blackpool, the great working-class seaside resort of Lancashire, is said to entertain an average of 250,000 visitors each year during the season. Southport, Lytham, St. Annes and Wallasey are good-class residential and resort towns, and Chester, historically, is one of the most interesting cities in the United Kingdom. It, too, attracts many visitors, especially from abroad.

Agriculture is not relatively a big industry in the Territory, but the dairy farming and cheese production of Cheshire are important and of much more than local fame.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the Territory is about 12·72 per cent. of the total population of the British Isles. This proportion represents fairly accurately the Territory's share of the national spending power in respect of goods of personal and family consumption. The market for goods in industrial use is very much larger.

County	Men	Women	Children	Total Population
Cheshire	370,070	431,510	290,430	1,092,010
Lancashire	1,720,800	1,992,820	1,394,530	5,108,150
Totals	2,090,870	2,424,330	1,684,960	6,200,160

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Number in Lancashire	Cheshire	Entire Territory	Per cent. of Whole
Class A	48,980	20,790	69,770	5·0
Class B	259,350	85,400	344,750	24·6
Class C	840,920	145,510	986,430	70·4
Totals of Families	1,149,250	251,700	1,400,950	100·0

BIRTHS AND MARRIAGES

There were 101,719 births and 46,848 marriages in the Lancashire and Cheshire Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Lancashire and Cheshire Zone.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
266,900	262,475	577,125	578,460	1,684,960

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
2,639	177	455

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
1,001,325	27,455	37,830	1,066,610

YOUTHS AND GIRLS

It is estimated that there are 169,275 youths and 177,495 girls between the ages of 16 and 18 years in the Lancashire and Cheshire Zone.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	78,700	3·8	—
Industrial				
Metal Working	Male	266,550	12·7	—
Mining and Quarrying	Male	113,500	5·4	—
Bricks, Pottery, Glass, etc.	Male	12,200	0·6	—
Building Trades	Male	95,900	4·6	—
Wood and Furniture Trades	Male	77,000	3·7	—
Electrical Apparatus	Male	27,000	1·3	—
Chemicals, Paints, etc.	Male	19,040	0·9	—
Textile Working	Male	202,650	9·7	—
	Female	348,500	—	14·4
Dress and Textile Goods	Male	40,600	1·9	—
	Female	93,750	—	3·9
Food, Drink and Tobacco Trades	Male	27,600	1·3	—
	Female	23,700	—	1·0
Printing and Paper Trades	Male	24,950	1·2	—
	Female	18,450	—	0·8
Stationary Engine Drivers	Male	27,500	1·3	—
General Labourers	Male	140,900	6·7	—
Professional and Public Services				
Professional Practice	Male	39,600	1·9	—
	Female	47,700	—	2·0
Public Service	Male	37,200	1·8	—
Transport				
Railways	Male	51,140	2·4	—
Road Transport	Male	92,500	4·4	—
Water Transport	Male	70,100	3·4	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	67,000	3·2	—
	Female	26,650	—	1·1
Sales and Shop Assistants....	Male	55,450	2·7	—
	Female	56,420	—	2·3
Warehousemen, Packers, etc.	Male	54,550	2·6	—
	Female	27,950	—	1·2
Clerks, Typists, etc.	Male	103,200	5·0	—
	Female	63,200	—	2·6
Domestic Servants	Female	114,330	—	4·7

*AGRICULTURE.—The total area of land in the Lancashire and Cheshire Zone is 1,829,991 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 1,229,902 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS OF LANCASHIRE AND CHESHIRE

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparisons to be made with other Zones of different size and character. Features of special interest in this Zone are:—

(I) The density of the population within a relatively small area.

(II) The relatively large proportion of clerks, typists, etc., and warehousemen and packers, indicating the importance of the Territory as a centre of distribution.

(III) The very high development of all forms of transport, as shown by the figures relating to those employed in the main branches of that industry.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Cheshire	47,250
Lancashire	161,000
Total	208,250

(IV) The diversity of industries available as avenues of employment, although several of these—especially coal-mining and the cotton industry—have for some time been below their normal level of prosperity.

(V) The numbers of women and girls employed in the textile mills.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Cheshire	27,075	16,356	6,684	1,994
Lancashire	71,437	50,485	33,205	6,137
Totals	98,512	66,841	39,889	8,131

NUMBER OF SHOPS IN SPECIFIED TRADES

The total number of shops of all kinds in the territory is approximately 112,000.

Class of Shop	Estimated No. in Lancashire	Cheshire	Entire Territory
Bakers	1,880	360	2,240
Boot and Shoe Dealers and Repairers	4,750	1,100	5,850
Chemists	1,380	320	1,700
Confectioners	9,000	1,610	10,610
Dairies	1,360	500	1,860
Drapers and Hosiers	6,050	1,420	7,470
Grocers and Provision Dealers	10,300	1,960	12,260
Hairdressers	2,980	500	3,480
Hardwaremen, Ironmongers & Oilmen	2,140	350	2,490
Newsagents and Stationers	3,460	740	4,200
Tobacconists	2,700	500	3,200
Totals	46,000	9,360	55,360

NUMBER OF LICENSED PREMISES, 1928

County	No. of On-Licences	No. of Off-Licences	Total
Cheshire	1,980	479	2,459
Lancashire	8,670	3,075	11,745
Totals	10,650	3,554	14,204

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Manchester East, Manchester West, Stockport, Ashton-under-Lyne, Oldham, Rochdale and Bolton Districts	Blackburn, Burnley & Preston Districts	West Cheshire, Liverpool North, Liverpool South, Wigan, Warrington and Barrow Districts	Total
Textile Factories	1,654	955	137	2,746
Non-Textile Factories	10,248	3,823	7,555	21,626
Workshops	6,158	2,796	6,064	15,018
Docks, Wharves & Quays (not forming part of Factories)	92	39	360	491
Warehouses (ditto)	636	76	1,383	2,095
Totals	18,788	7,689	15,499	41,976

POPULATION, MARKET DAYS, ETC.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Abram	7,013	Lancashire	198	—	Wednesday
Accrington	42,940	Lancashire	209	Tuesday	Wednesday
Adlington	4,340	Lancashire	207	Friday	Wednesday
Alderley Edge	3,069	Cheshire	175	—	Wednesday
Alsager	2,840	Cheshire	158	—	Wednesday
Altrincham	21,780	Cheshire	186	Tuesday	Wednesday
Ashton-under-Lyne	51,960	Lancashire	184	Mon. & Sat.	Tuesday
Ashton-in-Makerfield	22,780	Lancashire	200	Saturday	Wednesday
Ashton-on-Mersey	8,153	Cheshire	200	—	Wednesday
Atherton	20,110	Lancashire	195	Saturday	Wednesday
Audenshaw	8,524	Lancashire	183	—	Tuesday
Bacup	20,550	Lancashire	204	Wednesday	Tuesday
Barrowford	5,479	Lancashire	226	—	Tuesday
Barrow-in-Furness	65,940	Lancashire	266	Wed. & Sat.	Thursday
Bebington	23,720	Cheshire	192	—	Monday
Billinge	5,201	Lancashire	190	—	—
Birkenhead	157,900	Cheshire	194	Saturday	Thursday
Blackburn	125,100	Lancashire	215	Wednesday	Thursday
Blackpool	98,210	Lancashire	227	Saturday	Wednesday
Blackrod	3,842	Lancashire	226	Saturday	Wednesday
Bollington	5,361	Cheshire	169	—	Wednesday
Bolton	181,200	Lancashire	196	Mon. & Sat.	Wednesday
Bootle	81,760	Lancashire	204	—	Wednesday
Bowden	2,978	Cheshire	182	Tuesday	Wed. & Sat.
Bredbury	10,030	Cheshire	173	—	Tuesday
Brierfield	8,063	Lancashire	215	—	Tuesday
Burnley	100,700	Lancashire	216	Sat. & Mon.	Tuesday
Bury	57,160	Lancashire	199	Saturday	Tuesday
Carnforth	3,117	Lancashire	237	Saturday	Thursday
Cheadle	14,840	Cheshire	175	Friday	Wednesday
Chester	40,830	Cheshire	179	Saturday	Wednesday
Chorley	31,580	Lancashire	202	Tuesday	Wednesday
Church	6,575	Lancashire	208	—	Wednesday
Clayton-le-Moors	8,500	Lancashire	212	—	Wednesday
Colne	24,740	Lancashire	219	Wednesday	Tuesday
Congleton	11,990	Cheshire	157	Saturday	Wednesday
Crewe	47,550	Cheshire	158	Fri. & Sat.	Wednesday
Crompton	15,000	Lancashire	191	—	Thursday
Dalton-in-Furness	10,500	Lancashire	260	Saturday	Wednesday
Darwen	38,150	Lancashire	206	Mon. & Sat.	Tuesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Denton	17,600	Lancashire	187	Saturday	Tuesday
Droylsden	13,690	Lancashire	187	—	Wednesday
Dukinfield	19,380	Cheshire	184	Monday	Tuesday
Earlestown	*	Lancashire	187	Friday	Thursday
Eccles	45,200	Lancashire	187	—	Wednesday
Ellesmere Port	17,580	Cheshire	190	Friday	Wednesday
Failsworth	16,840	Lancashire	187	—	Wednesday
Farnworth	29,500	Lancashire	189	Mon. & Sat.	Wednesday
Fleetwood	22,470	Lancashire	231	Friday	Wednesday
Formby	7,492	Lancashire	214	—	Wednesday
Fulwood	7,261	Lancashire	212	—	Thursday
Golborne	7,477	Lancashire	196	Saturday	Wednesday
Grange	2,329	Lancashire	240	—	Thursday
Great Crosby	16,460	Lancashire	208	—	—
Great Harwood	14,000	Lancashire	214	Friday	Tuesday
Haslingden	17,100	Lancashire	205	Saturday	Wednesday
Haydock	10,840	Lancashire	192	Saturday	Wednesday
Heywood	26,080	Lancashire	193	Friday	Tuesday
Hindley	24,160	Lancashire	195	—	Wednesday
Horwich....	16,850	Lancashire	206	—	Wednesday
Hoylake....	17,790	Cheshire	200	—	Wednesday
Hyde	32,440	Cheshire	181	Saturday	Tuesday
Ince	24,020	Lancashire	204	—	Wednesday
Kearsley	10,380	Lancashire	190	Monday	Wednesday
Kirkham	4,126	Lancashire	207	—	Wednesday
Knutsford	4,945	Cheshire	178	Saturday	Wednesday
Lancaster	41,500	Lancashire	230	Saturday	Wednesday
Lees	4,945	Lancashire	195	Wednesday	Tuesday
Leigh	46,710	Lancashire	194	Fri. & Sat.	Wednesday
Leyland	10,260	Lancashire	212	—	Thursday
Littleborough	11,510	Lancashire	200	—	Tuesday
Little Hulton	7,918	Lancashire	190	—	Wednesday
Liverpool	869,500	Lancashire	201	—	Wednesday
Longridge	4,180	Lancashire	216	—	Wednesday
Lymm	5,790	Cheshire	187	—	Wednesday
Lytham	25,940	Lancashire	246	Tues. & Sat.	Wednesday
Macclesfield	35,000	Cheshire	166	Tues. & Sat.	Wednesday
Manchester	755,900	Lancashire	183	Tues. & Fri.	—
Marple	6,951	Cheshire	180	Friday	Wednesday
Middleton	29,010	Lancashire	189	Friday	Tuesday
Middlewich	5,646	Cheshire	166	Tuesday	Wednesday
Milnrow	8,774	Lancashire	196	—	Tuesday

*Earlestown forms part of the Urban District of Newton-in-Makerfield, which has a population of 19,720.

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Morecambe	22,170	Lancashire	233	—	Wednesday
Mossley	12,030	Lancashire	186	Thursday	Tuesday
Nantwich	7,148	Cheshire	161	Thurs. & Sat.	Wednesday
Nelson	39,560	Lancashire	217	Friday	Tuesday
Norden	4,426	Lancashire	200	—	Tuesday
Northwich	18,870	Cheshire	171	Friday	Wednesday
Oldham	143,200	Lancashire	193	Fri. & Sat.	Tuesday
Ormskirk	7,408	Lancashire	207	Thursday	Wednesday
Oswaldtwistle	14,850	Lancashire	226	—	Wednesday
Padiham	11,870	Lancashire	215	Friday	Tuesday
Poulton-le-Fylde	3,021	Lancashire	225	Monday	Wednesday
Prescot	10,110	Lancashire	200	Tues. & Sat.	Thursday
Preston	127,100	Lancashire	210	Saturday	Thursday
Radcliffe	25,380	Lancashire	194	Friday	Wednesday
Ramsbottom	14,320	Lancashire	198	Saturday	Wednesday
Rawtenstall	28,990	Lancashire	204	Monday	Tuesday
Rishton	6,958	Lancashire	213	—	Wednesday
Rochdale	90,720	Lancashire	194	Mon. & Sat.	Tuesday
Royton	17,310	Lancashire	195	Thursday	Tuesday
Runcorn	18,700	Cheshire	180	Saturday	Wednesday
St. Helens	110,500	Lancashire	191	Sat. & Mon.	Thursday
Sale	16,460	Cheshire	188	—	Wednesday
Salford	241,500	Lancashire	189	Tuesday	Wednesday
Sandbach	6,132	Cheshire	162	Thursday	Tuesday
Skelmersdale	6,834	Lancashire	200	Friday	Thursday
Southport	79,290	Lancashire	211	Wed. & Sat.	Tuesday
Stalybridge	24,580	Cheshire	186	Saturday	Tuesday
Stockport	127,600	Cheshire	178	Fri. & Sat.	Thursday
Stretford	52,100	Lancashire	185	—	Mon. & Wed.
Swinton	54,010	Lancashire	163	Tues. & Thurs.	Wednesday
Tarporley	2,427	Cheshire	173	Thursday	Wednesday
Trawden	2,710	Lancashire	200	—	Monday
Turton	12,390	Lancashire	203	—	Thursday
Ulverston	9,104	Lancashire	256	Thursday	Friday
Urmston	8,020	Lancashire	194	—	Wednesday
Walton-le-Dale....	12,440	Lancashire	209	—	Wednesday
Warrington	80,070	Lancashire	182	Wed. & Sat.	Thursday
Westhoughton	17,510	Lancashire	199	Saturday	Wednesday
Whitworth	8,565	Lancashire	198	Thursday	Tuesday
Widnes	41,010	Lancashire	189	Mon. & Sat.	Thursday
Wigan	88,080	Lancashire	194	Fri. & Sat.	Wednesday
Wilmslow	9,436	Cheshire	177	—	Wednesday
Winsford	11,300	Cheshire	165	—	Wednesday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY IN SPECIFIED AREAS OF LANCASHIRE AND CHESHIRE

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Accrington	75,300	6,200	Liverpool	1,010,000	59,000
Alderley	11,000	1,281	Lytham	25,900	10,200
Altrincham	53,800	4,000	Macclesfield	34,000	2,000
Ashton-under-Lyne	45,200	1,901	Manchester	850,000	49,500
Atherton	20,000	1,068	Mid-Cheshire	66,000	3,170
Bacup	21,100	1,290	Middleton	31,000	2,325
Barrow-in-Furness	74,200	6,440	Morecambe	20,000	4,200
Birkdale	25,000	2,173	Nelson	56,000	4,864
Birkenhead	224,000	12,270	Neston	4,200	160
Blackburn	156,000	18,220	Newton-in-Makerfield	20,000	560
Blackpool	90,000	17,000	Oldham	210,600	10,270
Bolton	178,000	17,500	Ormskirk	7,400	—
Bredbury	9,200	940	Prescot	10,000	725
Burnley	100,000	7,405	Preston	132,000	11,140
Bury	75,000	4,420	Radcliffe	24,800	2,400
Cheadle	14,000	2,320	Ramsbottom	15,400	1,110
Chester	75,000	5,585	Rawtenstall	28,400	2,800
Clitheroe	12,200	—	Rochdale	102,000	8,410
Colne	26,000	2,420	Runcorn	91,300	4,630
Crewe	47,600	5,010	St. Helens	102,000	5,500
Darwen	40,000	3,640	Sale	18,700	1,770
Eccles	44,200	2,540	Salford	257,800	13,840
Farnworth	28,000	2,070	Southport	56,000	8,120
Fleetwood	21,000	2,277	Stalybridge, Hyde, etc.	91,600	—
Formby	7,000	770	Stockport	125,400	7,213
Grange	3,000	360	Stretford	52,900	4,980
Haslingden	17,500	1,660	Swinton	34,800	1,605
Hazel Grove	12,500	1,250	Thornton-Cleveleys....	11,000	1,300
Heywood	27,000	1,200	Turton	13,500	910
Hindley	24,800	680	Tyldesley	15,650	655
Hoylake	18,500	3,005	Wallasey	99,700	12,800
Huyton with Roby	5,200	385	Warrington	104,500	6,500
Lancaster	40,200	1,970	Westhoughton	15,600	1,520
Leigh	45,500	2,157	Whiston	12,400	825
Littleborough	11,500	267	Wigan	125,600	3,250

ZONE No. XIII

THE TYNE AND TEES-SIDE TERRITORY

WITH the coal-mining and shipbuilding districts of the Tyne and Tees are included the Cumberland mining area, the Lake District and the North Yorkshire moors. Along the Durham coast, population is very dense, and in Northumberland for a short distance north of Newcastle the same is true. Elsewhere the Territory is very sparsely populated.

On the eastern side of the Territory stretches a series of coast towns from Berwick in the north to Scarborough in the south. These vary widely in character. There are modern resort and residential towns like Scarborough, Redcar and Saltburn ; there are ports like Berwick and Whitby which combine commercial activities of moderate importance with the attractions of fishing and historic interest ; there are specialised coal trade ports like Blyth (which has twenty collieries within four miles of the town, and twenty more with direct rail connections) and Seaham Harbour with its export capacity of nearly two million tons of coal per annum and its import trade in pit props ; and there are general ports of the first rank, like Newcastle and Sunderland. South Shields, the Hartlepools

Map indicating the extent of the Tyne and Tees-side Territory, consisting of Cumberland, Durham, Northumberland, Westmorland and the North Riding of Yorkshire.

'DAILY MAIL' PENETRATION

In this territory and the remaining portions of Yorkshire *The Daily Mail* has an approximate daily net sale of 254,227 copies. Proportionate to the number of families (last census figures) this represents 1 in every 5·97 homes. Individual counties are dealt with in pages 17 to 23.

and Stockton-on-Tees are other ports having special facilities for dealing with coal, coke, etc. The two latter also engage in the fishing trade.

Sunderland claims to have a greater shipbuilding industry than any other single town in the British Empire. Newcastle, including Tynemouth, has an enormous trade in coal and coke, together with great shipbuilding and engineering works.

The miscellaneous industries of Newcastle are also worthy of note; they include the manufacture of locomotives, red lead works, glass, chemical fertilisers, alkali, cement, bricks and tile, tar, turpentine, colour and cable works, besides the marine trades usual in a big shipping centre.

The iron and steel trade has its centre in Middlesbrough. Iron is mined in the neighbouring Cleveland Hills, and the town manufactures iron plates for shipbuilding, bridge work, tank and boiler purposes; finished steel and steel castings; steel rails and fish plates; boiler tubes; pig and finished iron. Coke ovens, and sulphate and benzol works are also established at Middlesbrough.

On the western side are the coasting ports of Maryport, Whitehaven and Workington, in the trade of which coal and iron occupy a leading place. Kendal has considerable manufactures of woollen cloths, and lead pencils are made at Keswick. In the main, however, apart from the mining district around Whitehaven and Workington, Cumberland and Westmorland comprise a resort area visited mainly by middle and upper-class tourists.

Carlisle and Darlington deserve special mention as railway centres. Both of these towns, besides having quite extensive railway shops, are also traffic junctions at which the cross country lines link up with the main systems running north and south. Both are therefore used as business centres, and this fact, together with the presence of important other industries, such as biscuit works and general engineering at Carlisle, and steel and iron works at Darlington, raise these two towns above the average level of prosperity.

CLASSIFIED POPULATION AND FAMILIES

THE population of the Tyneside and Tees-side Zone is about 6·26 per cent. of the total population of the British Isles. This figure represents approximately the Zone's share of the national purchasing power.

County	Estimated Nos. of Men	Women	Children	Total Population
Cumberland	90,830	99,400	76,750	266,980
Durham	504,600	507,160	501,900	1,513,660
Northumberland	256,255	269,685	229,590	755,530
Westmorland....	21,190	26,540	15,100	62,830
Yorks, North Riding	155,650	167,335	131,275	454,260
Totals	1,028,525	1,070,120	954,615	3,053,260

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Estimated Number in Northumberland, Durham	North Riding of Yorkshire, Cumberland, Westmorland	Entire Territory	Per cent. of Whole
Class A	17,510	15,835	33,345	5·1
Class B	73,660	51,065	124,725	19·1
Class C	392,230	102,735	494,965	75·8
Total Families	483,400	169,635	653,035	100·0

BIRTHS AND MARRIAGES

There were 79,745 births and 22,227 marriages in the Tyneside and Tees-side Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Tyneside and Tees-side Zone.

Under 5 years of age Males	Females	Between 5 and 15 Males	Females	Total
161,035	156,910	320,625	316,045	954,615

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,865	118	190

SCHOOL ATTENDANCES

Whole Time Under 16	Over 16	Part Time	Totals
565,745	10,795	10,710	587,250

YOUTHS & GIRLS

It is estimated that there are 90,815 youths and 89,405 girls between the ages of 16 and 18 years in the Tyneside and Tees-side Zone.

OCCUPATIONAL STATISTICS IN THE TYNE AND TEES-SIDE TERRITORY

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture....	Male	75,520	7·3	—
Industrial				
Metal Working	Male	167,570	16·3	—
Mining and Quarrying	Male	240,380	23·4	—
Building Trades	Male	48,000	4·7	—
Wood and Furniture Trades	Male	34,000	3·3	—
Dress and Textile Goods	Male	10,200	1·0	—
	Female	19,170	—	1·8
Stationary Engine Drivers	Male	19,600	1·9	—
General Labourers	Male	56,900	5·5	—
Professional and Public Services				
Professional Practice	Male	18,350	1·8	—
	Female	22,750	—	2·1
Public Service	Male	17,980	1·7	—
Transport				
Railways	Male	28,340	2·8	—
Road Transport	Male	27,850	2·7	—
Water Transport	Male	25,100	2·4	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	25,400	2·4	—
	Female	8,810	—	0·8
Sales and Shop Assistants....	Male	20,420	2·0	—
	Female	30,960	—	3·0
Clerks, Typists, etc.	Male	30,570	3·0	—
	Female	20,780	—	1·9
Domestic Servants	Female	75,250	—	7·0

*AGRICULTURE. The total area of land in the Tyneside and Tees-side Zone is 4,744,782 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 2,624,181 acres in 1928.

ECONOMIC AND INDUSTRIAL STATUS

IN the table opposite are shown the leading occupational groups covering that part of the population that is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparison to be made with other Zones of different size and character. Features of special interest in this Zone are :—

(I) The predominance of coal mining among the industries.

(II) The existence of great shipbuilding yards on the Tyne and Tees. These yards employ a large proportion of the metal workers of the Territory.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Cumberland	11,970
Durham	28,570
Northumberland...	21,950
Westmorland	4,730
Yorks, West Riding	20,450
Total	87,650

(III) The peculiar distribution of the population. At both the northern and southern ends of the Zone there are wide areas of sparsely populated hill country ; and the central portion separating the Cumberland mining area from that of Durham and southern Northumberland is also wild and mountainous.

(IV) The presence within the Zone of notable resort centres around Scarborough and Whitby in the east, and in the Lake District in the west.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Cumberland	4,665	5,566	1,487	735
Durham	11,776	15,874	4,539	1,933
Northumberland	11,368	10,166	3,935	1,023
Westmorland....	2,054	2,369	598	241
Yorks, North Riding	8,567	10,453	1,922	959
Totals	38,430	44,428	12,481	4,891

NUMBER OF SHOPS IN SPECIFIED TRADES

The total number of shops of all kinds in the Territory is approximately 39,200.

Class of Shop	Estimated Number in Northumberland, Durham	Estimated Number in North Riding, Cumberland, Westmorland	Estimated Number in Entire Territory
Bakers	475	310	785
Boot and Shoe Dealers and Repairers	1,620	1,030	2,650
Chemists	525	260	785
Confectioners	2,490	1,030	3,520
Dairies	600	540	1,140
Drapers and Hosiers	1,750	810	2,560
Grocers and Provision Dealers	2,985	1,820	4,805
Hairdressers	995	390	1,385
Hardwaremen, Ironmongers & Oilmen	495	290	785
Newsagents and Stationers	1,000	510	1,510
Tobacconists	465	320	785
Totals	13,400	7,310	20,710

NUMBER OF LICENSED PREMISES, 1928

County	No. of On-Licences	No. of Off-Licences	Total
Cumberland	815	57	872
Durham	2,233	792	3,025
Northumberland	1,100	325	1,425
Westmorland	210	25	235
Yorks, North Riding	1,028	231	1,259
Totals	5,386	1,430	6,816

FACTORIES, WORKSHOPS, ETC.

Class of Premises	Number in 1928 in Middlesbrough District	Number in 1928 in Gateshead District	Number in 1928 in Newcastle District	Total
Textile Factories	9	10	8	27
Non-Textile Factories	1,825	1,788	2,003	5,616
Workshops	1,395	1,179	1,453	4,027
Docks, Wharves & Quays (not forming part of Factories)	23	53	61	137
Warehouses (ditto)	20	20	77	117
Totals	3,272	3,050	3,602	9,924

POPULATION, MARKET DAYS, ETC.

Town	Population	County	Miles from London	Market Days	Early Closing Days
Alnwick	6,876	Northumb.	313	Monday	Wednesday
Amble	4,039	Northumb.	300	Saturday	Wednesday
Ambleside	2,347	Westmorland	263	Wednesday	Thursday
Annfield Plain	15,590	Durham	269	—	Wednesday
Arlecdon	4,790	Cumberland	302	—	Wednesday
Ashington	29,040	Northumb.	290	—	Wednesday
Barnard Castle	4,796	Durham	249	Wednesday	Thursday
Bedlington	28,110	Northumb.	290	—	Wednesday
Benfieldside	8,709	Durham	265	Saturday	Wednesday
Berwick	11,890	Northumb.	342	Saturday	Thursday
Bishop Auckland	12,860	Durham	243	Thurs. & Sat.	Wednesday
Blaydon	32,400	Durham	275	Saturday	Wednesday
Blyth	31,840	Northumb.	283	Saturday	Wednesday
Brandon	17,790	Durham	262	—	Wednesday
Carlisle	56,380	Cumberland	299	Saturday	Thursday
Chester-le-Street	16,700	Durham	262	—	Wednesday
Cleator Moor	7,403	Cumberland	301	Saturday	Wednesday
Cockermouth	4,658	Cumberland	312	Monday	Thursday
Consett	12,810	Durham	270	Saturday	Wednesday
Cramlington	8,640	Northumb.	290	—	Wednesday
Crook	12,540	Durham	260	Saturday	Wednesday
Darlington	71,560	Durham	236	Mon. & Sat.	Wednesday
Durham	17,040	Durham	250	Saturday	Wednesday
Earsdon	12,790	Northumb.	293	—	Wednesday
Egremont	6,249	Cumberland	228	Saturday	Wednesday
Eston	33,400	North Riding	252	—	Wednesday
Felling	28,030	Durham	266	—	Wednesday
Gateshead	123,100	Durham	272	Tues. & Sat.	Wednesday
Guisborough	6,000	North Riding	248	Tuesday	Wednesday
Harrington	4,354	Cumberland	308	Saturday	Wednesday
Hartlepool	20,920	Durham	250	Saturday	Wednesday
Hebburn	24,530	Durham	276	—	Wednesday
Hetton-le-Hole	18,120	Durham	250	—	Wednesday
Hexham	8,525	Northumb.	299	Tuesday	Thursday
Houghton	10,900	Durham	266	Saturday	Wednesday
Jarrow-on-Tyne	32,650	Durham	268	—	Wednesday
Kendal	14,380	Westmorland	251	Saturday	Thursday
Keswick	4,075	Cumberland	299	Saturday	Wednesday
Leadgate	6,273	Durham	267	—	Wednesday
Malton	4,344	North Riding	212	Saturday	Thursday
Maryport	10,830	Cumberland	316	Friday	Wednesday
Middlesbrough	131,700	North Riding	249	Saturday	Wednesday
Millom	7,442	Cumberland	274	Saturday	Wednesday
Morpeth	7,197	Northumb.	288	Wednesday	Thursday
Newbiggin-by-Sea	7,121	Northumb.	289	Wednesday	Thursday
Newburn	20,450	Northumb.	274	—	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Newcastle	282,200	Northumb.	275	Saturday	Wednesday
Northallerton	4,903	North Riding	222	Wednesday	Thursday
Penrith	8,006	Cumberland	281	Tuesday	Thursday
Pickering	3,412	North Riding	233	Monday	Wednesday
Prudhoe	9,354	Northumb.	289	—	Wednesday
Redcar	17,800	North Riding	247	Saturday	Wednesday
Richmond	4,535	North Riding	237	Saturday	Wednesday
Ryton	14,880	Durham	274	—	Wednesday
Saltburn	3,803	North Riding	252	—	Tuesday
Scarborough	38,650	North Riding	229	Thursday	Wednesday
Seaham Harbour	18,960	Durham	275	—	Wednesday
Seaton Delaval	7,505	Northumb.	280	—	Wednesday
Shildon	13,620	Durham	240	Friday	Wednesday
South Shields	121,800	Durham	269	Saturday	Wednesday
Spennymoor	17,340	Durham	257	Saturday	Wednesday
Stanley	26,010	Durham	300	Saturday	Wednesday
Stockton-on-Tees	67,200	Durham	230	Wed. & Sat.	Thursday
Sunderland	178,100	Durham	258	Saturday	Wednesday
Thornaby-on-Tees	21,740	North Riding	239	—	Thursday
Tynemouth	66,030	Northumb.	287	—	Wednesday
Wallsend-on-Tyne	44,440	Northumb.	300	—	Wednesday
West Hartlepool	69,800	Durham	252	Saturday	Wednesday
Whitby	12,370	North Riding	247	Saturday	Wednesday
Whitehaven	21,190	Cumberland	304	Thursday	Friday
Whitley Bay	23,480	Northumb.	292	—	Wednesday
Willington	9,932	Durham	248	Alt. Fridays	Wednesday
Windermere	5,187	Westmorland	258	—	Thursday
Workington	25,800	Cumberland	306	Wednesday	Thursday

CONSUMERS OF ELECTRICITY

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Annfield	16,500	2,130	Shildon	14,200	1,259
Ashington	29,400	6,357	Skelton and Brotton	16,000	1,430
Blyth	38,400	2,588	South Shields	123,900	25,280
Carlisle	57,000	5,110	Stockton-on-Tees	66,300	2,875
Darlington	71,400	7,140	Sunderland	161,100	9,360
Eston	30,600	4,500	Tanfield	10,400	1,370
Hebburn and Felling	50,000	3,377	Tynemouth	66,600	9,000
Middlesbrough	134,000	9,280	West Hartlepool	68,600	4,340
Newcastle-on-Tyne	278,400	6,150	Whitby	13,000	1,370
Redcar	21,000	1,750	Whitehaven	20,100	2,945
Scarborough	46,200	3,600	Windermere	15,700	1,280

ZONE No. XIV

WALES

(EXCLUDING THE SOUTH WALES COALFIELD)

VIEWED as a market, the Welsh Zone differs considerably from any other area in England and Wales. It consists, in the main, of small towns and villages isolated from each other by mountains and hills. The coastline is very extensive, but with the exception of Holyhead and Fishguard, on the cross-channel Irish services, there are no important ports outside Glamorgan.

Industrially, the only notable features are the coalfield of which Wrexham is the central town, and the big slate quarries in Carnarvonshire and Merioneth.

Along the northern coast are a number of popular resort towns of very considerable size. The best known of these are Llandudno in Carnarvonshire, and Colwyn Bay and Rhyl in Denbighshire. Easily accessible from Liverpool and the manufacturing areas in the Western Midlands, these resorts attract great numbers of visitors from these industrial regions, but they also cater for a well-to-do public drawn from all parts of the country.

'DAILY MAIL' PENETRATION

In Wales *The Daily Mail* has an approximate daily net sale of 24,423 copies. Proportionate to the number of families (last census figures) this represents 1 in every 7·3 homes.

Both on the coast and inland there are a host of smaller places offering special attractions to the holiday maker who specializes in walking and climbing. Among these may be mentioned Penmaenmawr, Llanberis and Bettws-y-coed.

Around Tremadoc and Cardigan Bays the principal towns are Pwllheli, Criccieth, Harlech, Barmouth and Aberystwyth. The last mentioned is the seat of the National University and Library of Wales.

The Pembrokeshire coast faces in turn to the north, the west and the south, thus possessing exceptional variety of aspect. Milford Haven and Pembroke Dock are places of some naval importance, and the mild climate of Tenby has made it a fashionable watering place. Inland spas include Llandrindod Wells in Radnor, and Llanwrtyd Wells in Brecknock, both of which are growing in popularity.

CLASSIFIED FAMILIES

The basis of classification is explained in the introduction to Table 1 on pages 45 and 46.

Class of Family	Estimated Number in Anglesey, Carnarvon, Denbigh, Flint, Merioneth, Montgomery	Estimated Number in Brecknock, Cardigan, Pembroke, Radnor	Entire Territory	Per cent. of whole
Class A	15,615	7,975	23,590	13·4
Class B	35,990	15,900	51,890	29·5
Class C	72,670	27,910	100,580	57·1
Totals of Families	124,275	51,785	176,060	100·0

BIRTHS AND MARRIAGES

There were 12,286 births and 5,024 marriages in the Welsh Zone during 1928.

CHILDREN

The figures show the estimated number of children of infant and school age in the Welsh Zone.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
33,625	32,795	70,075	69,770	206,265

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
1,026	82	28

SCHOOL ATTENDANCES

Whole Time		Part Time	Total
Under 16	Over 16		
129,000	5,635	3,040	137,675

YOUTHS AND GIRLS

It is estimated that there are 21,100 youths and 20,615 girls between the ages of 16 and 18 years in the Welsh Zone.

CLASSIFIED POPULATION AND FAMILIES

THE population included in the territory is about 1·58 per cent. of the total population of the British Isles. During the summer months the presence of a large number of holiday-makers raises the purchasing power of the Territory considerably above the level indicated by this figure.

County	Men	Women	Children	Total Population
Anglesey	17,720	20,040	13,580	51,340
Brecknock	21,540	20,880	17,760	60,180
Cardigan	19,160	23,960	12,940	56,060
Carnarvon	42,120	52,535	29,245	123,900
Denbigh	55,225	59,810	44,985	160,020
Flint	37,305	41,540	32,455	111,300
Merioneth	15,165	18,040	10,795	44,000
Montgomery	18,095	18,780	14,085	50,960
Pembroke	30,900	32,940	24,770	88,610
Radnor	7,810	8,455	5,655	21,920
Totals	265,040	296,980	206,270	768,290

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed: Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Anglesey	953	1,201	322	243
Brecknock	978	1,172	268	135
Cardigan	1,011	969	325	252
Carnarvon	2,169	2,443	759	632
Denbigh	3,104	2,888	1,156	533
Flint	2,159	1,843	880	416
Merioneth	706	1,013	267	180
Montgomery	990	1,209	345	164
Pembroke	1,770	1,816	552	278
Radnor	490	669	127	85
Totals	14,330	15,223	5,001	2,918

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	66,370	25·0	—
Industrial				
Metal Working	Male	16,050	6·1	—
Mining and Quarrying	Male	37,670	14·2	—
Building Trades	Male	16,650	6·3	—
Wood and Furniture Trades	Male	7,730	3·0	—
Dress and Textile Goods	Male	3,850	1·5	—
	Female	5,960	—	2·0
General Labourers	Male	12,110	4·6	—
Professional and Public Services				
Professional Practice	Male	8,190	3·1	—
	Female	7,920	—	2·7
Public Services	Male	5,630	2·1	—
Transport				
Railways	Male	6,500	2·5	—
Road Transport	Male	7,190	2·7	—
Water Transport	Male	5,190	2·0	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	9,700	3·7	—
	Female	3,050	—	1·0
Sales and Shop Assistants....	Male	5,670	2·1	—
	Female	5,930	—	2·0
Clerks, Typists, etc.	Male	6,130	2·3	—
	Female	3,270	—	1·1
Domestic Servants	Female	30,060	—	10·1

*AGRICULTURE.—The total area of land in the Welsh Zone (excluding the South Wales Coalfield) is 3,649,046 acres. Of this, the area under crops and grass (excluding rough grazings) totalled 1,920,379 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other Zones of different size and character.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Anglesey	3,640
Brecknock	3,300
Cardigan	4,840
Carnarvon	8,800
Denbigh	8,050
Flint	5,090
Merioneth	3,420
Montgomery	4,540
Pembroke	6,100
Radnor	2,220
Total	50,000

Features of special interest in this Zone are :—

(I) The high percentage of domestic servants. This is no doubt partly due to the requirements of hotels and boarding-houses in the resort towns and villages. In territories that are predominantly agricultural, however, the proportion of domestics is usually large.

(II) The relative importance of mining and quarrying. There is a small coalfield around Wrexham in Denbighshire, and very extensive slate quarries in the counties of Carnarvon and Merioneth.

FACTORIES & WORKSHOPS *in* ZONE XIV

THE figures relate to the Factory District controlled from Wrexham, the only District Headquarters in Wales outside the South Wales coalfield. Manufacturing activity is not a feature of this Zone.

Class of Premises	Number in 1928 in Wrexham District
Textile Factories	28
Non-Textile Factories	1,333
Workshops	1,334
Docks, Wharves and Quays (not forming part of Factories)	64
Warehouses (ditto)	23
Total	2,782

NUMBER OF SHOPS IN SPECIFIED TRADES IN WALES

(EXCLUDING THE SOUTH WALES COALFIELD)

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. The total number of shops of all kinds in the Territory is approximately 11,500.

Class of Shop	Estimated Nos. in Anglesey, Carnarvon, Denbigh, Flint, Merioneth, Montgomery	Estimated Nos. in Brecknock, Cardigan, Pembroke, Radnor	Total
Bakers	275	105	380
Boot and Shoe Dealers and Repairers	485	200	685
Chemists	165	65	230
Confectioners	655	370	1,025
Dairies	160	60	220
Drapers and Hosiers	610	250	860
Grocers and Provision Dealers	1,040	560	1,600
Hairdressers	380	150	530
Hardwaremen, Ironmongers and Oilmen	220	95	315
Newsagents and Stationers	200	85	285
Tobacconists	190	70	260
Totals	4,380	2,010	6,390

NUMBER OF LICENSED PREMISES, 1928

County	No. of On-Licences	No. of Off-Licences	Total
Anglesey	109	5	114
Brecknock	298	19	317
Cardigan	200	15	215
Carnarvon	267	31	298
Denbigh	425	34	459
Flint	346	24	370
Merioneth	91	3	94
Montgomery	181	10	191
Pembroke	302	16	318
Radnor	82	4	86
Totals	2,301	161	2,462

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS IN WALES

(EXCLUDING THE SOUTH WALES COALFIELD)

Town	Population	County	Miles from London	Market Days	Early Closing Days
Aberayron	1,240	Cardigan	222	—	Thursday
Abergele	2,556	Denbigh	214	Monday	Thursday
Aberystwyth	8,727	Cardigan	234	Monday	Wednesday
Amlwch	2,571	Anglesey	260	Saturday	Wednesday
Bala	1,572	Merioneth	223	Saturday	Thursday
Bangor	11,230	Carnarvon	240	Friday	Wednesday
Barmouth	2,076	Merioneth	249	—	Wednesday
Beaumaris	1,667	Anglesey	241	Saturday	Wednesday
Bethesda	4,210	Carnarvon	243	—	Wednesday
Bettws-y-coed	884	Carnarvon	243	—	Thursday
Brecon	5,416	Brecknock	183	1 & 3 Tu., Fri.	Wednesday
Brynmawr	7,878	Brecknock	207	Saturday	Wednesday
Buckley	6,385	Flint	191	—	Wednesday
Builth Wells	1,575	Brecknock	188	Monday	Wednesday
Cardigan	3,109	Cardigan	279	Saturday	Wednesday
Carnarvon	8,157	Carnarvon	248	Saturday	Thursday
Colwyn Bay	21,830	Denbigh	219	—	Wednesday
Connah's Quay	5,905	Flint	189	—	Wednesday
Conway	8,824	Carnarvon	225	Friday	Wednesday
Criccieth	1,752	Carnarvon	248	—	Wednesday
Denbigh	7,200	Denbigh	208	Wed. & Sat.	Thursday
Dolgelly	2,295	Merioneth	283	Tues. & Sat.	Wednesday
Festiniog	8,963	Merioneth	287	—	Thursday
Fishguard	2,907	Pembroke	287	Thursday	Wednesday
Flint	7,269	Flint	191	Saturday	Wednesday
Goodwick	2,350	Pembroke	287	—	Wednesday
Haverfordwest	5,878	Pembroke	264	Saturday	Thursday
Hay	1,524	Brecknock	164	Thursday	Tuesday
Holyhead	11,610	Anglesey	264	Saturday	Tuesday
Holywell	3,244	Flint	195	Friday	Wednesday
Knighton	1,705	Radnor	181	Thursday	Friday
Lampeter	1,690	Cardigan	266	Friday	Wednesday
Llandrindod Wells	3,048	Radnor	201	—	Wednesday
Llandudno	15,370	Carnarvon	227	—	Wednesday
Llanfairfechan	3,385	Carnarvon	232	—	Wednesday
Llanfyllin	1,614	Montgomery	186	Thursday	Friday
Llangefni	1,729	Anglesey	248	Thursday	Friday
Llangollen	3,065	Denbigh	201	Saturday	Thursday
Llanidloes	2,503	Montgomery	208	Saturday	Thursday
Llanrwst	2,443	Denbigh	239	Tuesday	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Machynlleth	1,864	Montgomery	223	Wednesday	Thursday
Menai Bridge	1,653	Anglesey	242	Saturday	Wednesday
Milford Haven	8,924	Pembroke	273	Wednesday	Thursday
Mold	5,018	Flint	192	Wed. & Sat.	Thursday
Montgomery	977	Montgomery	188	Thursday	Friday
Narberth	1,146	Pembroke	252	Thursday	Friday
Newtown	5,469	Montgomery	196	Tuesday	Thursday
Pembroke	13,540	Pembroke	272	Saturday	Wednesday
Penmaenmawr	4,167	Carnarvon	229	—	Wednesday
Portmadoc	4,396	Carnarvon	260	—	Wednesday
Prestatyn	4,709	Flint	168	—	Thursday
Presteign	1,077	Radnor	174	Wednesday	Thursday
Pwllheli	3,675	Carnarvon	270	Wednesday	Thursday
Rhyl	12,690	Flint	209	Tuesday	Thursday
Ruthin	2,776	Denbigh	215	Monday	Thursday
Tenby	4,074	Pembroke	263	Sat. & Wed.	Wednesday
Towyn	3,963	Merioneth	240	—	Wednesday
Welshpool	5,993	Montgomery	182	Monday	Thursday
Wrexham	18,580	Denbigh	201	Thurs. & Sat.	Wednesday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY IN PARTICULAR AREAS

District of Supply	Population in Area of Supply	Consumers (approx.) where known	District of Supply	Population in Area of Supply	Consumers (approx.) where known
Aberystwyth	35,000	1,520	Llandudno	13,300	1,700
Bangor	12,000	1,300	Llandyssul	1,000	130
Bethesda	4,000	240	Llangollen	3,300	—
Bettws-y-coed	1,000	165	Llanrhaidr-yn-Mochnant	—	110
Blaenau Festiniog	12,000	—	Llanrwst	3,200	480
Builth Wells	2,000	170	Llwyngwril	500	110
Carnarvon	9,800	—	Menai Bridge	1,700	136
Chirk	4,500	300	New Radnor	200	50
Colwyn Bay	25,000	2,595	Penmaenmawr	4,100	900
Conway	7,500	550	Prestatyn	5,300	610
Criccieth	1,700	—	Rhayader	900	85
Hawarden	25,800	1,160	Rhyl	13,000	1,010
Holyhead	11,600	750	Ruthin	2,800	320
Knighton	1,800	—	Wrexham	19,000	2,000
Lampeter	2,000	255			
Llandrindod Wells	4,600	930			

ZONE No. XV

SCOTLAND

THE greater part of the population of Scotland is concentrated in and near the four great cities of Edinburgh, Glasgow, Dundee and Aberdeen. Except in these districts the population is mainly engaged in agricultural pursuits, and there are vast areas of mountain and moorland, either uncultivable or reserved for sporting purposes.

In the southern counties, sheep and dairy-farming are the outstanding occupations, with some manufacture of tweeds and other woollen goods in the towns. The western and north-western shires have a small resident population, but in the holiday season they are visited by large numbers of tourists.

Edinburgh and the territory in its immediate vicinity possess certain great advantages from a marketing point of view. Naturally, very considerable numbers of national leaders in the legal, medical and other professions, as well as of highly placed civil servants, make the capital city their residence; and this section of the country likewise includes the great port of Leith, which is second only to Glasgow.

'DAILY MAIL' PENETRATION

In Scotland *The Daily Mail* has an approximate daily net sale of 100,284 copies. Proportionate to the number of families (last census figures) this represents 1 in every 11 homes.

Coal mining and stone quarrying are extensively carried on in the neighbourhood, and oil shale is also worked. The miscellaneous industries, such as sugar refining, flour milling, paint and colour works, fertiliser, etc., works are numerous and well developed. And in addition to all these

normal activities of a national centre, Edinburgh is an educational city of international fame, possessing in addition to its great University, numerous technical and other high-class schools.

The Clydeside area, of which Glasgow is the local metropolis, engages in almost every variety of engineering and allied occupations. Among the special features of the district are great shipyards, huge iron and steel works, railway carriage and wagon works, boiler and tube works, and establishments for the manufacture of textile machinery and sewing machines.

Paisley is a famous textile centre, and various branches of the textile industry find employment for many workers in other towns in this part of Scotland. Turkey-red dyeing and the manufacture of thread, shawls and muslin are prominent among the industrial activities which receive special attention. Kirkcaldy is a centre for the manufacture of linoleum.

The Glasgow territory is industrially the most important in Scotland, but recent depression in its chief industries has, for the time being, reduced seriously below the normal level the purchasing power not only of Glasgow itself, but of most of the large towns situated near it and engaged in the same or allied trades.

Dundee and Aberdeen are great east-coast ports to the north of the Firth of Forth. Both are also important railway cities and have large manufactures of food products. Dundee is famous in the jute industry, and Aberdeen for its granite.

Fishing is an important industry of the country, the fish market at Aberdeen being one of the leading centres of distribution of the fish trade of Europe.

The industry is also a chief means of livelihood in many of the smaller towns along the east coast, such as Wick, Lossiemouth and Peterborough. The herring is the fish plentifully caught, especially outside Aberdeen.

CLASSIFIED POPULATION

THE population included in Scotland is about 10·0 per cent. of the total population of the British Isles. This figure is considered to represent approximately the Scottish share of the national purchasing power. The statistics here given are based on the official estimates of the population of Scotland, shire by shire, which give a somewhat lower figure than the official estimate for the Country as a whole.

City	Men	Women	Children	Total Population
Edinburgh	141,210	178,375	108,860	428,445
Glasgow	361,450	387,900	311,220	1,060,570
Dundee	52,785	72,280	47,150	172,215
Aberdeen	50,125	63,685	45,190	159,000
Total of Great Cities	605,570	702,240	512,420	1,820,230
Remainder of Scotland	1,013,455	1,110,470	924,510	3,048,435
Totals for Scotland	1,619,025	1,812,710	1,436,930	4,868,665

CLASSIFIED FAMILIES

The basis of classification is explained in the introduction to Table 1 on pages 45 and 46.

Class of Family	Estimated Nos. in Cities of Edinburgh, Glasgow, Dundee, Aberdeen	Estimated Nos. in Remainder of Scotland	Entire Territory	Per cent. of Whole
Class A	13,330	37,990	51,320	4·6
Class B	68,365	115,585	183,950	16·6
Class C	342,205	530,815	873,020	78·8
Total Families	423,900	684,390	1,108,290	100·0

CHILDREN

The figures show the estimated number of children of infant and school age in Scotland.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
238,195	233,395	485,790	479,550	1,436,930

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools	Other Schools of Standing
2,903	251	51

SCHOOL ATTENDANCES

Total school attendances, including whole time and part time, numbered 825,290 in 1928.

BIRTHS AND MARRIAGES

There were 96,822 births and 32,957 marriages in Scotland during 1928.

YOUTHS AND GIRLS

It is estimated that there are 143,295 youths and 143,595 girls between the ages of 16 and 18 years in Scotland.

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
Agriculture	Male	170,000	10·5	—
Fishing	Male	22,500	1·4	—
Industrial				
Metal Working	Male	280,200	17·3	—
Mining and Quarrying	Male	151,900	9·4	—
Bricks, Pottery, Glass, etc.	Male	8,000	0·5	—
Building Trades	Male	83,300	5·1	—
Wood and Furniture Trades	Male	80,900	5·0	—
Electrical Apparatus	Male	16,000	1·0	—
Chemicals, Paints, etc.	Male	9,600	0·6	—
Textile Working	Male	36,600	2·3	—
	Female	92,400	—	5·1
Dress and Textile Goods	Male	26,100	1·6	—
	Female	54,000	—	3·0
Food, Drink and Tobacco Trades	Male	34,400	2·1	—
	Female	22,100	—	1·2
Printing and Paper Trades	Male	20,000	1·2	—
	Female	16,700	—	0·9
Shipbuilding	Male	19,000	1·1	—
Warehousemen, Packers, etc.	Male	21,200	1·3	—
	Female	12,700	—	0·7
Stationary Engine Drivers	Male	23,900	1·5	—
General Labourers	Male	34,200	2·1	—
Professional and Public Services				
Professional Practice	Male	42,400	2·6	—
	Female	45,000	—	2·5
Public Services	Male	40,100	2·5	—
Transport				
Railways	Male	40,800	2·5	—
Road Transport	Male	62,800	3·9	—
Water Transport	Male	37,800	2·3	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	42,300	2·6	—
	Female	15,500	—	0·8
Sales and Shop Assistants....	Male	38,400	2·3	—
	Female	63,900	—	3·5
Clerks, Typists, etc.	Male	59,500	3·7	—
	Female	68,000	—	3·8
Domestic Servants	Female	122,300	—	6·7

INDUSTRIAL AND ECONOMIC STATUS

IN the table opposite are shown the leading occupational groups covering that part of the population that is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation ; and that it enables ready comparison to be made with other Zones of different size and character. Features of special interest in this Zone are :—

(I) The relatively small proportion of males engaged in agriculture, although Scottish farmers are among the best in the world. This is partly due to the mountainous character of a large part of the country.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Edinburgh	20,850
Glasgow	34,745
Dundee	6,040
Aberdeen	7,185
Remainder of Scotland	123,180
Total	192,000

(II) The predominance of metal working over other industries. This is largely explained by the development of engineering and ship-building, and iron and steel works in the Clydeside area.

(III) The multiplicity of industries of lesser size. Although some of these are sufficiently developed to dominate particular sections of the country, their general tendency is to stabilise the purchasing power of the population by offering alternative avenues of employment.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Edinburgh	8,205	3,794	2,630	1,119
Glasgow	10,132	4,030	5,323	713
Dundee	2,326	1,262	733	241
Aberdeen	2,597	1,452	837	337
Rest of Scotland	47,741	43,584	17,888	8,756
Total	71,001	54,122	27,411	11,186

NUMBER OF SHOPS IN SPECIFIED TRADES IN SCOTLAND

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated.

Class of Shop	Estimated No. of Shops
Bakers	2,515
Boot and Shoe Dealers and Repairers	3,685
Chemists	1,390
Confectioners	5,900
Dairies	2,750
Drapers and Hosiers	3,950
Grocers and Provision Dealers	7,900
Hairdressers	2,040
Hardwaremen, Ironmongers and Oilmen	1,660
Newsagents and Stationers	3,025
Tobacconists	1,350
Total	36,165

LICENSED PREMISES IN SCOTLAND

THERE are approximately 8,350 premises in Scotland in respect of which "full" certificates have been granted for the sale of intoxicating liquors, and about 250 which have a "partial" certificate.

FACTORIES, WORKSHOPS, ETC., IN SCOTLAND

The figures given below relate to all Factory Districts with headquarters in Scotland.

Class of Premises	Number in 1928 in Edinburgh, Glasgow, Lanarkshire, Renfrewshire, Ayr & Stirling Districts	Number in 1928 in Aberdeen, Dundee, Fifeshire and Inverness Districts	Total
Textile Factories	486	257	743
Non-Textile Factories	10,998	4,720	15,718
Workshops	6,541	4,062	10,603
Docks, Wharves and Quays (not forming part of Factories)	313	174	487
Warehouses (ditto)	207	72	279
Totals	18,545	9,285	27,830

POPULATION, MARKET DAYS, EARLY CLOSING DAYS, AND DISTANCES FROM LONDON OF URBAN AREAS IN SCOTLAND

Town	Population	County	Miles from London	Market Days	Early Closing Days
Aberdeen	159,002	Aberdeen	588	Tues. & Fri.	Wednesday
Aberfeldy	1,477	Perth	482	Thursday	Wednesday
Airdrie	24,920	Lanark	396	Tuesday	Wednesday
Alloa	13,266	Clackmannan	420	Wed. & Sat.	Tuesday
Alva	3,797	Clackmannan	425	—	Wednesday
Alyth	1,544	Perth	465	Tuesday	Wednesday
Annan	3,581	Dumfries	400	—	Thursday
Anstruther	1,450	Fife	417	Friday	Wednesday
Arbroath	17,970	Forfar	468	Saturday	Wednesday
Ardrossan	7,887	Ayr	400	—	Wednesday
Auchtermuchty	1,085	Fife	433	Monday	Tuesday
Ayr	37,726	Ayr	402	Tues. & Fri.	Wednesday
Banchory	1,800	Aberdeen	556	—	Thursday
Banff	3,180	Banff	587	Friday	Wednesday
Barrhead	11,066	Renfrew	407	—	Tuesday
Bathgate	8,353	West Lothian	417	Tuesday	Wednesday
Beith	6,343	Ayr	406	Friday	Wednesday
Biggar	1,538	Lanark	369	Monday	Wednesday
Blairgowrie	2,835	Perth	470	Tuesday	Thursday
Bo'ness	9,302	West Lothian	417	—	Wednesday
Brechin	6,500	Forfar	496	Tuesday	Wednesday
Buckhaven	16,817	Fife	427	—	Thursday
Buckie	8,211	Banff	595	—	Wednesday
Burntisland	5,999	Fife	412	—	Wednesday
Callander	2,044	Perth	433	Thursday	Wednesday
Campbeltown	5,919	Argyll	—	Friday	Wednesday
Carnoustie	6,116	Forfar	462	—	Tuesday
Castle-Douglas	2,549	Kirkcudbright	352	Monday	Thursday
Clydebank	47,779	Dumbarton	411	—	Wednesday
Coldstream	1,192	Berwick	346	—	Thursday
Coupar-Angus	1,820	Perth	466	Thursday	Wednesday
Cowdenbeath	13,778	Fife	414	—	Wednesday
Crail	1,668	Fife	446	—	Wednesday
Crieff	5,900	Perth	440	—	Wednesday
Cromarty	1,096	Ross and Cromarty	599	—	Wednesday
Cullen	1,904	Banff	590	—	Wednesday
Cumnock	3,483	Ayr	365	—	Wednesday
Cupar	3,829	Fife	437	Tuesday	Thursday
Dalbeattie	2,644	Kirkcudbright	347	Saturday	Thursday
Dalkeith	7,105	Midlothian	390	—	Tuesday
Dingwall	2,024	Ross and Cromarty	608	—	Thursday
Dollar	1,578	Clackmannan	431	—	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Dufftown	1,284	Banff	587	Thursday	Wednesday
Dumbarton	22,651	Dumbarton	415	Tuesday	Wednesday
Dumfries	14,922	Dumfries	332	Wednesday	Thursday
Dunbar	4,012	East Lothian	363	Tuesday	Wednesday
Dunblane	2,790	Perth	422	Thursday	Wednesday
Dundee	172,214	Forfar	478	Tues. & Fri.	Wednesday
Dunfermline	38,191	Fife	435	Tuesday	Wednesday
Dunoon	6,939	Argyll	430	—	Wednesday
Duns	1,662	Berwick	357	Alt. Mon.	Wednesday
Dysart	4,681	Fife	420	—	Wednesday
East Linton	654	East Lothian	369	Monday	Wednesday
Edinburgh	428,454	Midlothian	396	Wednesday	Tuesday
Elgin	6,890	Elgin	581	Friday	Wednesday
Ellon	1,182	Aberdeen	542	Monday	Wednesday
Eyemouth	2,395	Berwick	343	—	Thursday
Falkirk	36,088	Stirling	411	Thursday	Wednesday
Forfar	8,369	Forfar	475	Saturday	Thursday
Forres	3,755	Elgin	569	Tuesday	Wednesday
Fortrose	920	Ross and Cromarty	594	Friday	Thursday
Fort William	1,779	Inverness	558	—	Wednesday
Fraserburgh	10,102	Aberdeen	573	Tuesday	Wednesday
Galashiels	11,392	Selkirk	373	Tuesday	Wednesday
Galston	4,573	Ayr	392	—	Wednesday
Girvan	5,868	Ayr	419	Monday	Wednesday
Glasgow	1,060,570	Lanark	404	Wednesday	Tuesday
Grangemouth	9,245	Stirling	413	—	Wednesday
Greenock	79,204	Renfrew	422	—	Wednesday
Haddington	3,837	East Lothian	384	Friday	Thursday
Hamilton	41,233	Lanark	392	Friday	Wednesday
Hawick	15,364	Roxburgh	340	Thursday	Tuesday
Helensburgh	10,093	Dumbarton	459	—	Wednesday
Huntly	3,290	Aberdeen	564	—	Thursday
Innerleithen	2,213	Peebles	376	—	Tuesday
Inveraray	443	Argyll	479	—	Wednesday
Inverkeithing	3,256	Fife	405	—	Wednesday
Inverness	19,282	Inverness	591	Tues. & Fri.	Wednesday
Inverurie	4,232	Aberdeen	590	—	Wednesday
Irvine	12,445	Ayr	407	Monday	Wednesday
Jedburgh	2,116	Roxburgh	370	Tuesday	Thursday
Johnstone	12,265	Renfrew	413	—	Tuesday
Keith	3,953	Banff	576	Friday	Wednesday
Kelso	3,089	Roxburgh	351	Friday	Wednesday
Kilmarnock	37,607	Ayr	390	—	—
Kilsyth	6,968	Stirling	417	Wednesday	—
Kinghorn	1,549	Fife	415	—	Thursday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Kinross	2,536	Kinross	423	Monday	Thursday
Kirkcaldy	41,207	Fife	414	Saturday	Wednesday
Kirkcudbright	1,949	Kirkcudbright	362	Friday	Thursday
Kirkintilloch	11,069	Dumbarton	435	—	Wednesday
Kirkwall	3,476	Orkney	—	—	Wednesday
Kirriemuir	3,144	Forfar	483	Friday	Thursday
Lanark....	6,263	Lanark	377	Monday	Thursday
Langholm	2,370	Dumfries	320	Wednesday	Thursday
Largs	4,104	Ayr	416	Thursday	Wednesday
Lauder	794	Berwick	385	—	Thursday
Laurencekirk	1,419	Kincardine	492	Monday	Wednesday
Lerwick	4,687	Shetland	—	—	Wednesday
Leslie	2,213	Fife	440	Thursday	Wednesday
Leven	7,487	Fife	429	—	Thursday
Linlithgow	3,647	West Lothian	410	Friday	Wednesday
Loanhead	3,297	Midlothian	397	—	Wednesday
Lochgelly	10,735	Fife	417	—	Wednesday
Lochmaben	906	Dumfries	329	Monday	Thursday
Lockerbie	2,179	Dumfries	324	Thursday	Tuesday
Lossiemouth	3,975	Elgin	577	—	Wednesday
Macduff	3,168	Banff	573	—	Wednesday
Markinch	1,526	Fife	425	—	Wednesday
Maybole	3,963	Ayr	398	—	Wednesday
Melrose	2,062	Roxburgh	360	—	Thursday
Moffat	2,559	Dumfries	341	Friday	Wednesday
Montrose	10,550	Forfar	482	Friday	Wednesday
Motherwell and Wishaw	69,925	Lanark	388	Thursday	Wednesday
Musselburgh	17,207	Midlothian	389	—	Thursday
Nairn	4,149	Nairn	578	—	Wednesday
Newburgh	2,231	Fife	430	Thursday	Wednesday
Newport	2,937	Fife	451	—	Wednesday
Newton-Stewart	1,606	Wigtown	391	Friday	Wednesday
North Berwick	5,249	Midlothian	379	—	Thursday
Oban	6,612	Argyll	504	Wednesday	Thursday
Old Meldrum	913	Aberdeen	545	Saturday	Wednesday
Paisley	88,140	Renfrew	407	Mon. Thurs.	Tuesday
Peebles....	5,298	Peebles	385	Tuesday	Wednesday
Penicuik	2,525	Midlothian	397	—	Wednesday
Perth	32,924	Perth	447	Friday	Wednesday
Peterhead	12,288	Aberdeen	567	Friday	Wednesday
Port Glasgow	21,837	Renfrew	420	Friday	Thursday
Portsoy	1,505	Banff	584	—	Wednesday
Prestonpans	1,992	East Lothian	383	—	Thursday
Renfrew	14,644	Renfrew	417	Saturday	Wednesday
Rothes	1,159	Elgin	565	—	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Miles from London	Market Days	Early Closing Days
Rothesay	9,299	Bute	422	—	Wednesday
Rutherglen	24,049	Lanark	398	—	Tuesday
St. Andrews	9,922	Fife	444	Monday	Thursday
Selkirk	5,475	Selkirk	367	Wednesday	Thursday
Stewarton	2,749	Ayr	396	Thursday	Wednesday
Stirling....	20,600	Stirling	418	Thursday	Wednesday
Stonehaven	5,053	Kincardine	507	—	Wednesday
Stranraer	5,695	Wigtown	405	Friday	Wednesday
Stromness	1,531	Orkney	—	Wednesday	Thursday
Tain	1,458	Ross and Cromarty	612	Tues. & Fri.	Thursday
Tayport	3,182	Fife	449	—	Wednesday
Thurso	2,724	Caithness	721	Friday	Monday
Tillicoultry	2,975	Clackmannan	423	—	Tuesday
Troon	8,492	Ayr	403	—	Wednesday
Turriff	1,939	Aberdeen	561	—	Wednesday
Wick	7,157	Caithness	729	Friday	Wednesday

CONSUMERS OF ELECTRICITY

District of Supply	Population	Approx. No. of Consumers (where known)	District of Supply	Population	Approx. No. of Consumers (where known)
Aberdeen	175,200	9,450	Greenock	112,000	7,345
Alloa	13,800	700	Hamilton	39,400	1,500
Arbroath	19,500	1,040	Hawick	16,400	930
Ayrshire	287,400	14,581	Inverness	20,900	1,705
Ballater	1,600	330	Kirkcaldy	39,600	2,820
Bo'ness	10,200	750	Kirkwall	3,700	650
Cambuslang	24,000	1,650	Lossiemouth	4,500	700
Crieff	9,500	260	Montrose	11,000	760
Dalbeattie	3,500	470	Motherwell and Wishaw	67,000	4,255
Dalkeith	7,300	270	Musselburgh	22,800	760
Denny	5,200	300	Newmilns	4,800	400
Dumbarton	22,900	680	North Berwick	4,500	220
Dumfries	22,300	1,650	Oban	6,500	860
Dundalk	14,000	980	Paisley	84,800	5,460
Dundee	168,300	10,860	Perth	33,200	2,295
Edinburgh	426,100	26,460	Ross-shire, Mid and Eastern	13,000	550
Elgin	7,800	245	Rothesay	16,100	280
Ellon	1,300	360	St. Andrews	9,300	660
Falkirk	33,000	2,350	Stirling	21,000	1,000
Fort William	3,500	310	Uphall	—	645
Galashiels	54,400	890			
Glasgow	1,000,000	74,125			
Grangetown	1,660	200			

ZONE No. XVI

NORTHERN IRELAND

NEARLY one-third of the population of Northern Ireland is within the City of Belfast. The linen industry, for which that great port is famous, normally finds employment for well over 100,000 persons, and has a practical monopoly of the British linen trade. Another 20,000 workers depend upon the famous shipbuilding yards of the City.

Numerous large textile mills and factories are to be found in the larger towns in the neighbourhood of Belfast, but for all practical purposes these concerns may be regarded as outlying branches of the great firms of Belfast.

The historic port of Londonderry is the only other large town in Northern Ireland; it has a considerable general trade and the miscellaneous industries incidental to a port town. Newry, in County Down, at the head of Carlingford Lough, though possessing a smaller population, has a very large trade in foodstuffs, and Carrickfergus and Larne, in County Antrim, are also ports worthy of notice. The former has salt works of some size, and the latter is the Irish terminal port for a regular steamer service to Stranraer in Scotland. Along the coast are numerous pleasant resort towns, some of these being also residential suburbs of Belfast.

'DAILY MAIL' PENETRATION

In Ireland *The Daily Mail* has an approximate daily net sale of 65,356 copies. Proportionate to the number of families (last census figures) this represents 1 in every 13·6 homes.

The statistics of population, etc., are those of the Census of 1926, no reliable data being available for later estimates.

CLASSIFIED POPULATION AND FAMILIES

THE population of Northern Ireland is about 2·6% of the total population of the British Isles, and this figure represents with approximate accuracy its share of the total purchasing power of the British Isles.

	Estimated Nos. of			Total Population
	Men	Women	Children	
Belfast	134,880	159,830	120,440	415,150
Remainder of Northern Ireland	288,550	308,895	243,965	841,410
Totals	423,430	468,725	364,405	1,256,560

CLASSIFIED FAMILIES

The basis of classification is explained in the introduction to Table 1 on pages 45 and 46.

Class of Family	Estimated Nos. in			Per cent. of whole
	Belfast	Remainder of Northern Ireland	Entire Territory	
Class A	4,575	15,875	20,450	7·5
Class B	23,075	38,775	61,850	22·6
Class C	59,655	131,715	191,370	69·9
Totals	87,305	186,365	273,670	100·0

BIRTHS AND MARRIAGES

There were 26,676 births and 7,175 marriages in Northern Ireland during 1927.

CHILDREN

The figures show the estimated number of children of infant and school age in Northern Ireland.

Under 5 years of Age		Between 5 and 15		Total
Males	Females	Males	Females	
64,983	62,796	119,675	116,951	364,405

SCHOOLS IN ZONE

No. of Elementary Schools	No. of Secondary Schools
1,948	71

SCHOOL ATTENDANCES

Under 16	Over 16	Total
217,155	17,925	235,080

YOUTHS AND GIRLS

It is estimated that there are 35,370 youths and 36,530 girls between the ages of 16 and 18 years in Northern Ireland.

NUMBER OF SHOPS IN SPECIFIED TRADES IN NORTHERN IRELAND

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated.

Class of Shop	Estimated No. of Shops
Bakers	200
Boot and Shoe Dealers and Repairers	730
Chemists	280
Confectioners	735
Dairies	250
Drapers and Hosiers	1,250
Grocers and Provision Dealers	2,485
Hairdressers	370
Hardwaremen, Ironmongers and Oilmen	355
Newsagents and Stationers	490
Tobacconists	315
Total	7,460

NUMBER OF LICENSED PREMISES, 1928

County	No. of On-Licences	No. of Off-Licences	Total
Antrim	991	126	1,117
Armagh	248	5	253
Down	552	12	564
Fermanagh	128	—	128
Londonderry	478	8	486
Tyrone	407	10	417
Totals	2,804	161	2,965

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
Agriculture	Male	134,100	31·6	—
	Female	16,000	—	3·4
Industrial				
Metal Working	Male	29,200	6·9	—
Building Trades	Male	22,900	5·4	—
Wood and Furniture Trades	Male	14,500	3·4	—
Textile Working	Male	24,200	5·7	—
	Female	47,600	—	10·2
Dress and Textile Goods	Male	8,900	2·1	—
	Female	34,300	—	7·3
Food, Drink and Tobacco Trades	Male	7,000	1·7	—
	Female	2,000	—	0·4
General Labourers	Male	14,400	3·4	—
Shipbuilding	Male	6,300	1·5	—
Stationary Engine Drivers	Male	1,900	0·5	—
Warehousemen, Packers, etc.	Male	4,800	1·1	—
	Female	1,400	—	0·3
Professional and Public Services				
Professional Practice	Male	8,600	2·0	—
	Female	9,600	—	2·0
Public Services	Male	12,400	2·9	—
Transport				
Railways	Male	3,500	0·8	—
Road Transport	Male	14,400	3·4	—
Water Transport	Male	6,300	1·5	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	13,600	3·2	—
	Female	4,000	—	0·9
Sales and Shop Assistants....	Male	10,800	2·5	—
	Female	8,900	—	1·9
Clerks, Typists, etc.	Male	10,200	2·4	—
	Female	9,400	—	2·0
Domestic Servants	Female	21,200	—	4·5

INDUSTRIAL AND ECONOMIC STATUS OF NORTHERN IRELAND

IN the table opposite are shown the leading occupational groups covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory. The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparison to be made with other Zones of different size and character.

The features of special interest in this Zone are:—

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS

(*Approx.*)

Northern Ireland	49,000

(1) The numbers engaged in the textile trades. These are chiefly employed in the manufacture of linen, which is a very thriving industry in this Zone.

(2) The large percentage of men employed in agriculture. Apart from Southern Ireland the percentage employed on the land is the largest of any of the Zones.

STATISTICS OF MOTOR VEHICLES, 1928

County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Antrim (including Belfast)	7,400	4,500	2,900	1,300
Armagh	950	670	350	335
Down	2,475	2,225	960	485
Fermanagh	435	290	135	170
Londonderry	1,335	825	415	410
Tyrone	950	800	400	420
Totals	13,545	9,310	5,160	3,120

POPULATION, MARKET DAYS AND EARLY CLOSING DAYS IN LARGER URBAN AREAS IN NORTHERN IRELAND

Town	Population	County.	Market Days	Early Closing Days
Armagh	7,400	Armagh	Tues.Wed.Sat.	Friday
Ballyclare	3,362	Antrim	Tuesday	Thursday
Ballymena	11,873	Antrim	Tues. Sat.	Wednesday
Ballymoney	3,168	Antrim	Thursday	Tuesday
Banbridge	4,854	Down	Tues. Fri.	Thursday
Bangor	13,311	Down	Wednesday	Thursday
Belfast	415,151	Antrim	Tues. Fri.	Wed. Sat.
Carrickfergus	4,749	Antrim	Saturday	Wednesday
Coleraine	8,078	Londonderry	Daily	Thursday
Enniskillen....	4,883	Fermanagh	Tues. Thurs.	Wednesday
Holywood	4,823	Down	—	Wednesday
Larne	9,714	Antrim	Wednesday	Tuesday
Limavady	2,800	Londonderry	Monday	Thursday
Lisburn	12,406	Antrim	Tuesday	Wednesday
Londonderry	45,159	Londonderry	Wed. Sat.	Thursday
Lurgan	12,500	Armagh	Thursday	Wednesday
Newry	12,226	Down	Tues. Thurs. Sat.	Wednesday
Newtownards	10,149	Down	Saturday	Thursday
Omagh	5,123	Tyrone	Thurs. Sat.	Wednesday
Portadown	11,991	Armagh	Wed. Sat.	Thursday
Portrush	2,953	Antrim	—	Wednesday
Strabane	5,156	Tyrone	Tues. Wed.	Thursday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY

District of Supply	Population	Approx. No. of Consumers (where known)	District of Supply	Population	Approx. No. of Consumers (where known)
Belfast	417,000	15,400	Londonderry	45,200	3,830
Dromore	2,365	500	Lurgan	12,500	450
Larne	12,000	1,150	Portstewart	1,700	450
Limavady	2,700	320			

ZONE No. XVII

THE IRISH FREE STATE

CONDITIONS in the Irish Free State contrast strongly with those prevailing in Great Britain. Agriculture is the mainstay of the Irish people, and outside Dublin and Cork manufacturing activity is relatively of very little importance. In Dublin there are considerable shipbuilding and repairing industries, together with large breweries and distilleries. Cork is a great port for dairy produce and grain and has important chemical fertiliser works and tanneries in addition to the miscellaneous industries usual in a shipping centre. Limerick and Waterford have big flour mills, and the former is also a bacon curing centre. As is usual in seaport towns, the metal-working trades are in evidence. The completion of the great Shannon electrification scheme will no doubt profoundly affect the industrial status of the country.

'DAILY MAIL' PENETRATION

In Ireland *The Daily Mail* has an approximate daily net sale of 65,356 copies. Proportionate to the number of families (last census figures) this represents 1 in every 13·6 homes.

The Free State Government is devoting much attention and money to the problem of road transport for tourist purposes. The improved services that have been, and are being, organised should attract an increasing quantity of capital to the development of those areas in which agriculture has hitherto been most backward and should also provide new avenues for employment. In other words, the purchasing power of the Irish Free State may be regarded as a definitely rising quantity.

The statistics of population, etc., are those of the Census of 1926, no reliable data being available for later estimates.

CLASSIFIED POPULATION AND FAMILIES

THE population of the Irish Free State is about 6·1 per cent. of the total population of the British Isles. The Free State's proportion of the total purchasing power of the British Isles is, however, somewhat below this figure.

	Estimated Nos. of			Total Population
	Men	Women	Children	
Dublin	104,945	118,095	93,650	316,690
Remainder of the Irish Free State	960,200	920,875	774,225	2,655,300
Totals	1,065,145	1,038,970	867,875	2,971,990

CLASSIFIED FAMILIES

The basis of classification is explained in the introduction to Table 1 on pages 45 and 46.

Class of Family	Estimated Nos. in			Per cent. of whole
	Dublin	Remainder of the Irish Free State	Entire Territory	
Class A	3,280	34,455	37,735	6·1
Class B	6,570	86,480	93,050	14·9
Class C	56,500	435,715	492,215	79·0
Totals	66,350	556,650	623,000	100·0

BIRTHS AND MARRIAGES

There were 60,054 births and 13,418 marriages in the Irish Free State during 1927.

CHILDREN

The figures show the estimated number of children of infant and school age in the Irish Free State.

Under 5 years of age		Between 5 and 15		Total
Males	Females	Males	Females	
146,173	141,540	295,578	284,588	867,879

SCHOOLS IN ZONE AND SCHOOL ATTENDANCES

Type of Schools	No. of Schools	No. of Pupils
National	5,637	494,000
Recognised Secondary	285	26,000

YOUTHS AND GIRLS

It is estimated that there are 146,047 youths and 140,140 girls between the ages of 15 and 19 in the Irish Free State.

STATISTICS OF MOTOR VEHICLES, 1928

Province and County	Nos. Licensed			
	Private Cars	Motor Cycles	Commercial Vehicles	Motor Hackneys
Leinster :				
Carlow	306	91	66	148
Dublin (including the City)	6,765	2,964	1,912	858
Kildare	622	180	113	127
Kilkenny	478	148	108	193
Laoighise (Queen's)	296	124	49	123
Longford	169	55	42	102
Louth	450	234	126	208
Meath	811	237	124	236
Offaly (King's)	371	109	82	120
Westmeath	469	92	76	157
Wexford	680	256	139	239
Wicklow	560	242	102	196
Munster :				
Clare	292	54	79	273
Cork (including the City)	2,226	837	629	1,045
Kerry	420	126	116	291
Limerick (including the City)	736	258	298	339
Tipperary, North Riding	445	83	85	172
Tipperary, South Riding	544	126	93	253
Waterford (including the City)	497	176	131	214
Connaught :				
Galway	591	585	185	486
Leitrim	123	44	40	143
Mayo	465	115	213	480
Roscommon	234	83	74	187
Sligo	333	118	142	292
Ulster (3 counties) :				
Cavan	253	109	120	316
Donegal	430	218	218	582
Monaghan	282	124	106	220
Totals	19,848	7,788	5,468	8,000

OCCUPATIONAL STATISTICS

Occupations	Sex of Persons Engaged	Approx. No. of Persons Engaged	Percentage of Total No. of Men in the Zone	Percentage of Total No. of Women in the Zone
*Agriculture	Male	550,200	51·7	—
	Female	122,000	—	11·7
Industrial				
Metal Working	Male	27,300	2·6	—
Building Trades	Male	52,900	5·0	—
Wood and Furniture Trades	Male	23,700	2·2	—
Dress and Textile Goods	Male	14,300	1·3	—
	Female	18,700	—	1·8
Food and Drink Trades	Male	15,200	1·4	—
General Labourers, etc.	Male	23,000	2·2	—
Professional and Public Services				
Professional Practice	Male	25,900	2·4	—
	Female	29,500	—	2·8
Public Services	Male	33,400	3·1	—
Transport				
Railways	Male	9,000	0·8	—
Road Transport	Male	25,100	2·4	—
Water Transport	Male	11,500	1·1	—
Dealing Businesses				
Proprietors, Managers, etc.	Male	19,600	1·8	—
	Female	9,500	—	0·9
Shop Assistants	Male	20,500	1·9	—
	Female	17,400	—	1·7
Clerks, Typists, etc.	Male	17,300	1·6	—
	Female	12,800	—	1·2
Domestic Servants	Female	87,600	—	8·4

*AGRICULTURE.—The total area of land in the Irish Free State is 16,914,188 acres. Of this, the area under crops and grass totalled 3,672,764 acres in 1928.

INDUSTRIAL AND ECONOMIC STATUS OF THE IRISH FREE STATE

IN the table opposite are shown the leading occupational groups, covering that part of the population which is gainfully employed. The number of males or females in each group is shown also as a percentage of the total number of men or women in the Territory.

The value of this percentage figure is that it indicates at a glance the extent to which the prosperity of the Zone is linked with particular industries or types of occupation; and that it enables ready comparisons to be made with other Zones of different size and character.

The feature of outstanding interest in this Zone is the overwhelming predominance of agriculture among the industries of the country. No less than 51·7% of the total men in the country are engaged on the land and 11·7 of the total women. Actually, this represents by far the largest percentage of land workers shown for any of the Zones dealt with in this book; the next highest percentage being 31·6 for Northern Ireland.

This work is carried on under very different conditions in different parts of the Free State. In Leinster, for example, a very large proportion of the farms are large, or fairly large. That is from 50 acres to over 200.

NUMBER *of* MEN *in* PROFESSIONAL *and* EXECUTIVE POSTS (*Approx.*)

Leinster....	48,000
Munster....	46,000
Connaught	33,000
Ulster (3 Counties)	18,000
Total	145,000

The same is true in Munster, but in Connaught and Ulster (Cavan, Donegal and Monaghan, the three Ulster counties in the Free State) a very large proportion of the farms are small, *i.e.*, from 1 to 30 acres. About 54% of the crops in Dublin County are raised on farms exceeding 100 acres in extent.

NUMBER OF SHOPS IN SPECIFIED TRADES IN THE IRISH FREE STATE

THESE figures have been conservatively estimated. If allowance be made for miscellaneous and general stores dealing in various commodities handled in the classes of shop listed below, the total number of outlets for many goods will be found to be larger than is here indicated. Actually, in the rural areas there is much more combination of various lines of trade in single shops than is common in the towns in Great Britain. In the Free State, where dairy farms abound, there is no class of shop generally corresponding to the dairies of Great Britain and this heading is accordingly omitted.

Class of Shop	Estimated No. of Shops
Bakers	570
Boot and Shoe Dealers and Repairers	1,000
Chemists	480
Confectioners	850
Drapers and Hosiers	1,460
Grocers and Provision Dealers	4,430
Hairdressers	450
Hardwaremen, Ironmongers and Oilmen	710
Newsagents and Stationers	610
Tobacconists	760
Total	11,320

NUMBER OF LICENSED PREMISES IN THE FREE STATE ZONE IN 1928

On-Licences	12,448	Off-Licences	1,312

POPULATION, MARKET DAYS AND EARLY CLOSING DAYS IN LARGER URBAN AREAS IN THE IRISH FREE STATE

Town	Population	County	Market Days	Early Closing Days
Arklow	4,535	Wicklow	Thursday	Wednesday
Athlone	7,540	Westmeath	Tues. & Sat.	Thursday
Athy	3,460	Kildare	Tuesday	Thursday
Ballina	4,873	Mayo	Monday	Thursday
Ballinasloe	5,245	Galway	Wed. & Sat.	Thursday
Blackrock	9,934	Dublin	—	Wednesday
Bray	8,637	Wicklow	Wed. & Sat.	Wednesday
Buncrana	2,309	Donegal	Tues. & Fri.	Wednesday
Carlow	7,163	Carlow	Mon.Tues.Thurs.	Wednesday
Carrick-on-Suir	4,657	Tipperary	Saturday	Thursday
Cashel	2,953	Tipperary	Wed. & Sat.	Thursday
Castlebar	4,266	Mayo	Saturday	—
Cavan	3,060	Cavan	Tuesday	Thursday
Clonakilty	2,770	Cork	Friday	Wednesday
Clones	2,365	Monaghan	Thurs. & Fri.	Tuesday
Clonmel	9,056	Tipperary	Wed. & Sat.	Thursday
Cobh (Queenstown)	7,077	Cork	Saturday	—
Cork	78,490	Cork	Daily	Wednesday
Dalkey	4,129	Dublin	—	Wednesday
Drogheda	12,716	Louth	Saturday	Thursday
Dublin	316,693	Dublin	Tues. Thurs. Fri.	Wed. Sat.
Dundalk	13,996	Louth	Mon. & Wed.	Thursday
Dungarvan	5,207	Waterford	Tues. & Sat.	Thursday
Dun Laoghaire (Kingstown)	18,987	Dublin	—	Wednesday
Ennis	5,518	Clare	Wed. & Sat.	Thursday
Enniscorthy	5,543	Wexford	Daily, ex. Mon.	Thursday
Fermoy	4,510	Cork	Saturday	Wednesday
Galway	14,227	Galway	Wed. & Sat.	Thursday
Howth	4,029	Dublin	—	Wednesday
Kilkenny	10,046	Kilkenny	Saturday	Thursday
Killarney	5,328	Kerry	Saturday	Thursday
Killiney and Ballybrack	2,061	Dublin	—	—
Kilrush	3,345	Clare	Mon. Wed. Sat.	—
Kinsale	2,747	Cork	Fri. & Sat.	Thursday
Letterkenny	2,308	Donegal	Friday	Tuesday
Limerick	39,448	Limerick	Wed. & Sat.	Thursday
Listowel	2,917	Kerry	Friday	Saturday
Longford	3,685	Longford	Wed. & Sat.	Thursday
Macroom	2,413	Cork	Thurs. & Sat.	Friday
Mallow	4,562	Cork	Tues. & Fri.	Wednesday

POPULATION, MARKET DAYS, Etc.—*Continued*

Town	Population	County	Market Days	Early Closing Days
Middleton	2,732	Cork	Saturday	Wednesday
Monaghan	4,636	Monaghan	Mon. Wed. Sat.	Thursday
Navan	3,652	Meath	Wednesday	Thursday
Nenagh	4,524	Tipperary	Mon. Thurs. Sat.	Wednesday
New Ross	5,011	Wexford	Thurs. & Sat.	Wednesday
Skibbereen	2,627	Cork	Saturday	Wednesday
Sligo	11,437	Sligo	Tues. Thurs. Sat.	Wednesday
Templemore....	2,233	Tipperary	Wed. & Fri.	Thursday
Thurles	4,815	Tipperary	Tues. Thurs. Sat.	Wednesday
Tipperary	5,555	Tipperary	Thurs. & Sat.	Wednesday
Tralee	10,533	Kerry	Tues. Thurs. Sat.	Wednesday
Tullamore	4,930	Offaly	Tues. & Sat.	Wednesday
Waterford	26,647	Waterford	Daily	Thursday
Westport	3,488	Mayo	Thursday	Tuesday
Wexford	11,879	Wexford	Wed. & Sat.	Thursday
Youghal	5,339	Cork	Saturday	Wednesday

POPULATION AND NUMBER OF CONSUMERS OF ELECTRICITY

District of Supply	Population	Approx. No. of Consumers (where known)	District of Supply	Population	Approx. No. of Consumers (where known)
Athy	4,000	90	Galway	15,000	790
Ballinrobe	1,550	150	Greystones	2,000	325
Bandon	4,220	350	Kildare	2,000	130
Bantry	3,160	300	Killarney	5,325	435
Belturbet	1,500	—	Kilrush	3,000	215
Bray	10,000	800	Limerick....	40,000	1,200
Carlow	6,000	320	Loughrea	3,000	—
Cavan	3,000	150	Manorhamilton	1,500	—
Clonakilty	4,000	—	Monasterevan	900	100
Clones	4,200	400	Navan	3,650	260
Clonmel	8,500	250	Nenagh	5,000	240
Cobh	12,000	—	Newcastle West	2,800	190
Cork	90,000	400	Pembroke	25,525	3,750
Dublin	317,500	17,120	Rathmines	40,000	5,540
Dundalk	14,000	980	Skibbereen	3,400	200
Dungarvan	5,000	345	Swinford	1,375	110
Dun Laoghaire	950	—	Thurles	4,800	275
Dunmanway	1,500	180	Tullamore	6,000	—
Enniscorthy	5,460	200			

THE ISLE OF MAN

ALTHOUGH the Isle of Man is not large enough to be dealt with as a Zone it can hardly be considered as part of another sales territory. The usual procedure is to appoint wholesale agents or send representatives on special visits to the Island. The following information may, therefore, be helpful in connection with such journeys.

CLASSIFIED POPULATION AND FAMILIES

Men	Women	Children	Total Population
20,940	26,695	12,920	60,555

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family		Per cent. of whole
Class A	3,650	31·2
Class B	3,710	31·8
Class C	4,330	37·0

NUMBER OF SHOPS IN SPECIFIED TRADES

Class of Shop	Estimated No.	Class of Shop	Estimated No.
Bakers	50	Grocers and Provision Dealers	150
Boot & Shoe Dealers & Repairers	65	Hairdressers	35
Chemists	20	Hardwaremen, Ironmongers and Oilmen	20
Confectioners	45	Newsagents and Stationers	25
Dairies	20	Tobacconists	40
Drapers and Hosiers	55		

TOWN POPULATIONS, MARKET DAYS, ETC.

Town	Population	Market Day	Early Closing Day	Town	Population	Market Day	Early Closing Day
Castletown	1,860	Saturday	Thursday	Peel	2,455	Saturday	Thursday
Douglas	20,190	Saturday	Thursday	Ramsey	4,120	Saturday	Thursday

THE Isle of Man is essentially a place of resort, and, apart from agriculture, its industries are not, relatively, of great importance. In purchasing power, the Island is undoubtedly stronger than the statistics of its resident population would indicate. Douglas is an extremely popular resort among holiday makers from the great manufacturing towns of Lancashire and Yorkshire, and also among the inhabitants of Belfast. Numerous smaller resorts—among which may be mentioned Ramsey, Peel and Port Erin—are to be found dotted around the coast.

'DAILY MAIL' PENETRATION

In the Isle of Man *The Daily Mail* has an approximate daily net sale of 4,720 copies. Proportionate to the number of families this represents 1 in every 3·2 homes.

The magnificent mountain road system is not only a source of delight to the ordinary holiday maker, but has also given the Island a special importance in the world of motor racing. Statistics of population, etc., are based on the census of 1921, details not being available for the framing of later estimates.

THE CHANNEL ISLANDS

BY reason of the difference in trading conditions and independent customs arrangements the Channel Islands, from a marketing point of view, are usually dealt with by the export department. In most instances the procedure is to appoint a sole selling and distributing agent in one or more of the larger islands.

CLASSIFIED POPULATION AND FAMILIES

Channel Islands	Men	Women	Children	Total Population
Guernsey and Adjacent Islands	13,700	15,900	10,930	40,530
Jersey	16,660	21,510	11,530	49,700
Totals	30,360	37,410	22,460	90,230

CLASSIFIED FAMILIES

The basis of classification is explained on pages 45 and 46.

Class of Family	Guernsey and Adjacent Islands	Jersey	Entire Territory
Class A	1,470	2,255	3,725
Class B	3,010	3,105	6,115
Class C	5,485	6,670	12,155
Totals	9,965	12,030	21,995

NUMBER OF SHOPS IN SPECIFIED TRADES

Class of Shop	Estimated No.	Class of Shop	Estimated No.
Bakers	80	Grocers and Provision Dealers	285
Boot & Shoe Dealers & Repairers	110	Hairdressers	56
Chemists	30	Hardwaremen, Ironmongers and Oilmen	34
Confectioners	60	Newsagents and Stationers	35
Dairies	25	Tobacconists	60
Drapers and Hosiers	95		

LIKE the Isle of Man, the Channel Islands are essentially a resort territory. Owing to their mild climate they have also developed a big trade with England in early potatoes and other vegetables, and in orchard fruit, especially apples. The cattle of the Islands are world-famous for the quantity and richness of their milk, and cattle breeding is a very important industry. St. Helier is the principal port.

'DAILY MAIL' PENETRATION

In the Channel Islands *The Daily Mail* has an approximate daily net sale of 3,015 copies. Proportionate to the number of families this represents 1 in every 7·28 homes.

The arrangements made for holiday makers are exceedingly good, and this fact, combined with the climatic advantages and the scenery, renders the Islands increasingly popular. Many retired persons and others of independent means make their permanent residence in the Territory. The inhabitants are exceptionally thrifty and industrious. Statistics of population, etc., are based on the census of 1921, details not being available for the framing of later estimates.

SECTION III

THE MARKET AND THE MEDIUM FOR SPECIFIC PRODUCTS

Readers of *The Daily Mail* are for the most part of the middle and upper classes; which means that the vast majority of the families covered by the paper are present or potential users of the road.

As this applies to households in every city, town and country district, it follows that through this one advertising medium it is possible to cover a vast section of the entire British market for motor cars, motor cycles and every type of motoring need.

For this reason and because of the extraordinary, nation-wide pulling power of *The Daily Mail*, the paper stands supreme as the greatest sales creating force now available to the motoring industry. As such, it is used with conspicuous success by the leading car and accessory concerns which are to-day the largest and most progressive organisations of their kind in the land.

COVERING THE BULK OF THE MOTORING PUBLIC

THROUGHOUT Britain there is an ever-widening market for motor cars and motor cycles. From year to year statistics show that more and more people are availing themselves of such a personal means of conveyance. To-day prices are such that it can be estimated that cars are within the reach of everyone earning over £300 a year. For motor cycles an even lower figure could be taken.

On this basis it is obvious that in the largest proportion of homes covered by *The Daily Mail* there are users or potential users of the road. Business and professional men prefer *The Daily Mail*. It is read in the club and the country house. In fact, such is its appeal to the man and woman of affairs, it is possible through the advertisement columns of this one newspaper to get the attention of the majority of the middle and upper class families of Britain.

Here then is one of the reasons why *The Daily Mail* calls for primary consideration in all publicity schemes designed to sell motor cars, motor cycles, accessories and components on a nation-wide scale. Another is the immense selling influence of the paper proved again and again in an endless list of successful sales campaigns. Yet another is that this power to build demand is effective in every corner of the British market, as every city, town and country district has its readers of *The Daily Mail*.

The Dominant Motoring Medium

The natural outcome is that *The Daily Mail* is recognised throughout the entire motoring trade as the supreme national publicity medium. The manufacturers and distributors, in their carefully planned advertising campaigns, have experienced the unique pulling power of *The Daily Mail* on a nation-wide scale. The local selling agents know its value as the greatest stimulus to business in their own individual districts.

A recent investigation covering a period of one whole year revealed

the fact that of the entire sum spent on motor car advertising in the national daily newspapers of over 500,000 net sale, no less than 55% was apportioned to *The Daily Mail*, with the remaining 45% spread over the other papers.

Such overwhelming confidence in *The Daily Mail*, by reason of results achieved, is a clear indication of its worth as a business-creating medium. Actually, publicity in its columns is the proved most economical method of sales promotion. Advertising in *The Daily Mail* covers the largest number of potential buyers per 1,000 net sale, thus reducing a wastage of advertising effort to the barest possible minimum. This can only mean the maximum number of actual orders and enquiries in return for money expended.

Its Use is Essential

The mere fact that the leading motor car organisations and accessory concerns, directed by some of the shrewdest brains in industry to-day, head their lists of media with *The Daily Mail* is a very definite indication that for all motoring needs, advertising in its columns is nothing less than a necessity if national sales and distribution are to be built up and maintained.

This applies not only to private cars, motor cycles and everything needed in connection with their use, but also to commercial vehicles. It is entirely upon the basis of results obtained that more than half of the entire sum spent on advertising commercial vehicles in the national dailies is apportioned to *The Daily Mail*.

The figures shown on the following pages convey an impression as to the magnitude of the British market for motor cars and motoring needs. It is obvious that a big proportion of this gigantic and steadily growing demand is influenced in favour of certain products by means of consistent advertising in *The Daily Mail*—the paper which is read by the bulk of the motoring public. Such publicity, as the campaign gathers momentum, pulling business in all parts of the country, developing distribution and building goodwill, represents an investment of ever-increasing worth—not only to the maker of cars or accessories—but to manufacturers in *every* type of business.

THE BRITISH ISLES AS A MARKET FOR MOTOR CARS AND MOTORING NEEDS

THE best index to the market for motor cars in the British Isles is undoubtedly the number of people earning incomes of a sufficient size to permit of their buying cars. In these days of cheap cars and of the very general practice of buying cars on easy terms it would not be out of the question to say that anyone earning an income of over £300 a year is now a prospective buyer of motor cars.

There are in Great Britain and Northern Ireland no fewer than 1,446,411 individuals who pay income tax on incomes exceeding £300. The following table of graded incomes gives an index to prospective buyers of variously priced cars.

Exceeding £	Not Exceeding £	No. of Incomes	Exceeding £	Not Exceeding £	No. of Incomes
300	400	450,825	2,500	5,000	44,727
400	500	271,727	5,000	10,000	17,935
500	600	151,571	10,000	15,000	4,603
600	700	104,108	15,000	20,000	1,821
700	800	82,786	20,000	25,000	920
800	900	63,829	25,000	30,000	559
900	1,000	52,327	30,000	40,000	566
1,000	1,500	109,738	40,000	50,000	278
1,500	2,000	44,824	50,000	75,000	299
2,000	2,500	22,724	75,000	100,000	97
			100,000	—	147

We estimate that 189,377 new private cars will be put on the market in this country in 1930. Making allowances for the scrapping of old cars, we estimate that there will be approximately 1,025,000 cars licensed by the end of 1930 in Great Britain and Northern Ireland.

The following table will show the increase in the number of cars licensed in Great Britain over a period of years, with the percentage of growth of one year over the previous.

Year	Cars in Use	% of Increase
1926	695,500	17·8%
1927	800,100	15·1%
1928	900,500	12·5%
*1929	969,200	7·7%
*1930	1,025,000	5·7%

(*These figures are our estimates.)

The private cars actually licensed at the end of 1928 work out at the rate of one to every 49·8% of the population. This represents a great and growing market for motoring needs of all kinds—Petrol, Tyres, Oil, Sparking Plugs, Batteries, etc. Approximate consumption figures for some of these products are as follows :—

Petrol	819,398,000 gallons
Tyres—Outer Covers	4,124,000
Tyres—Inner Tubes	4,289,000
Tyres—Solid	180,000
Sparking Plugs	3,000,000 plugs
Batteries	900,000

The above table indicates an annual consumption of these lines. The following table indicates the size of the market, and its rate of growth, in so far as this is indicated by the number of private cars, commercial motor vehicles, motor hackneys and motor cycles licensed over a period of years in Great Britain and Northern Ireland.

	1926	% of Increase	1927	% of Increase	1928	% of Increase
Cars	695,500	17·8	800,100	15·1	900,500	12·5
Commercial Vehicles....	261,647	11·3	288,015	10·1	311,410	7·8
Motor Hackneys	104,634	1·8	98,823	5·5	97,366	1·5
Motor Cycles	643,340	9·7	688,410	7·0	721,368	4·8
Totals	1,705,121	11·2	1,875,348	9·9	2,030,644	8·0

SELLING IN NEARLY 2,000,000 BRITISH HOUSEHOLDS

EVERY member of the family has many reasons for reading *The Daily Mail*. Its news, pictures, financial and contributions services are unrivalled in daily journalism. Its brilliant range of features cater for all that interests the average man or woman. The children, too, have their own special section in *The Daily Mail*.

Thus over a period of many years *The Daily Mail* has maintained its supreme position as the dominant home newspaper with the largest daily net sale ever achieved in this or any other country. Literally *The Daily Mail* goes everywhere; to every town and into the country districts as well.

The number of families covered by this one paper approaches the gigantic figure of 2,000,000 and equally as important from an advertiser's point of view, it has been proved by impartial investigation and proved again by the type of customer made through publicity in *The Daily Mail*, that the sale of the paper is confined for the most part to town and country households with money to spend.

A Gigantic Market

Even to anyone who has not experienced the nation-wide pulling power of the paper, it would not be difficult to imagine the possibilities of publicity in its columns. Every household covered has its multiplicity of daily and periodical needs which in the aggregate represents an expenditure of pounds per annum running into a fabulous number of millions.

Here it must be remembered that the buying capacity per family of *Daily Mail* readers is in advance of the average in view of the preponderance of middle class and upper class readers. In such households, purchases are not confined to sheer necessities, but embrace all types of products which might be termed of a luxury nature, from special table delicacies to items of adornment for the home. Then among these families is obviously the best market for every type of labour-saving device, furniture, gramophones, records,

wireless sets and accessories, and the more expensive types of home equipment.

Confidence to buy

Another vital consideration is that *The Daily Mail* has gradually built up complete public confidence in buying goods advertised in its columns. Products of doubtful quality, value or repute are rigorously excluded; exaggerated claims and mis-statements are not permitted in *The Daily Mail*. This means that the very fact of a product being advertised in *The Daily Mail* is in itself a strong recommendation to buy, quite apart from the manufacturer's own selling arguments. Important as this is with existing lines it is even more so when a new product is being placed on the market.

The nation-wide influence of publicity in *The Daily Mail* on retail distribution has been dealt with at length in previous pages, but its effectiveness in this direction could not be over-emphasised. A huge volume of demand created with the aid of *The Daily Mail* and directed through trade channels represents the soundest and most certain method of placing a product "on sale everywhere." In practice it is found that by building up trade demand in every city, suburban and countryside area, consistent advertising in *The Daily Mail* has its outcome in the nearest approach to 100% national distribution it is possible to achieve.

Creating Demand for Home Needs

All these points, each of utmost significance to every manufacturer with goods to sell, have bearing on the fact that *The Daily Mail* stands alone as a mighty aid to business development. Actually, with the exclusive use of this one medium it is possible to place a product on the nation's shopping list. It follows, that with its unrivalled influence among so vast a number of families, the demands for advertisement space in *The Daily Mail* are particularly heavy from all advertisers of branded foodstuffs and the hundred and one other items sold over the retailer's counter. The accepted marketing plan is to allocate to *The Daily Mail* the largest proportion of advertising expenditure and to make publicity in this dominant home newspaper the pivot of the entire sales campaign.

For household equipment, too, ranging from inexpensive incidental items to products of the type that only means can command, *The Daily Mail* is the most widely used and consistently successful press advertising medium.

One instance is that of furniture. To a considerable extent the leading furnishing houses are in a position to gauge the sum total of results obtained from their newspaper advertisements. It is therefore of utmost significance to note that over 50% of the total amount spent on furniture publicity in one year in the national press is allocated to *The Daily Mail*.

Tribute of the Wireless Industry

With so many households interested in some form of home entertainment, providing an ever-widening market for gramophones, records and wireless equipment, *The Daily Mail* becomes increasingly important as a selling medium for such products.

A brilliant service of features, programmes, wireless news and expert information has attracted to the paper a considerable following of listeners in all towns and districts. In fact, *The Daily Mail* covers more present and potential wireless users, with the means to buy, than any other publication sold in the country. It is in recognition of this that makers of wireless sets and accessories concentrate up to as much as 100% of their press appropriations in *The Daily Mail*.

During National Radio Week of 1929 more than half of the total amount spent on wireless advertising in the chief national daily newspapers was allocated to *The Daily Mail*. Such a practical expression of confidence in the paper, represented, in effect, a collective tribute to its pulling power from the entire Radio industry.

Reaching the Wealthier Families

For other branches of industrial activity, lighting, heating and labour-saving equipment chiefly of an electrical nature, *The Daily Mail* again carries by far the largest amount of publicity; the reason being that it provides an *entrée* into the homes of a vast number of potential purchasers of a highly desirable type.

Even with the most elaborate and extensive of installations of this nature, buyers can be found through *The Daily Mail*, which provides an invaluable coverage of the exclusive residential areas and country house families even to the wealthiest homes of the land.

In other forms of enterprise appropriate to the home, the great Insurance Companies and Building Societies make extensive use of *The Daily Mail*, and such are the results obtained that invariably the paper heads the list for business achieved as compared with money expended. It is through the productiveness of *The Daily Mail* that publicity of this type shows a marked tendency to increase in its columns. Only quite recently a well-known Scottish Society stated that their advertisement in *The Daily Mail* "brought more enquiries than all the other papers put together," thus providing guidance for the allocation of their future expenditure.

The Most Economical Medium

Through test after test it has been definitely established that this ability to produce results on a nation-wide scale applies to any and every type of trade and commercial announcement. In fact, it is one of the fundamentals of British advertising to-day that for all products and services, no matter how specialised, no matter the price, *The Daily Mail* is the most effective and most economical national advertising medium.

The round figure estimates on the following pages, based on the Census of Production, with due allowance made for imports and exports, convey an impression as to the magnitude of the national market for a wide variety of household commodities and equipment.

The extent to which this gigantic demand can be influenced in favour of certain products by means of judicious and consistent publicity in *The Daily Mail* can be judged by the fact that the enormous selling power of the paper extends to nearly 2,000,000 homes the length and breadth of Britain. This amazing penetration represents a coverage of 1 in every 4·49 families in England and Wales, and 1 in every 12·3 in Scotland and Ireland.

THE BRITISH ISLES AS A MARKET FOR HOUSEHOLD COMMODITIES

WHEN considering the British Isles as a market for Household Commodities—that is, as a market for all manner of food products, cleansing and polishing materials and the hundred and one things a housewife is buying daily and weekly—one has first of all to visualise the fact that it is a market of 48,725,000 persons and of 11,152,700 families. The population can be divided into 23,414,500 males and 25,310,500 females. The families can be divided into 753,700 A families, 2,904,000 B families and 7,495,000 C families.

This is a great and rich market for Household Commodities, not merely because of its size, but also because of its relative spending power. As is shown elsewhere in this book, it comes first in spending power of all the European countries.

It is a great market for *packed and branded* Household Commodities. This is a fact of great importance to the advertiser and prospective advertiser. Eight years constant research among dealers and consumers has shown us a steady increase in the demand for packed and branded foodstuffs, etc., produced by reputable firms and a corresponding decrease in the demand for goods bought loose and unbranded. There are dealers in this country who stock nothing but packed lines, and branded lines preponderate to a tremendous extent on every dealer's shelves.

Consumption of Domestic Commodities in the British Isles

The following table gives, in round figures, the annual consumption in the British Isles of over thirty of the more widely used domestic products. These figures are sufficient in themselves to show the size and importance of this market.

Aerated and Table Water	50,000,000 gallons
Bacon and Ham	12,000,000 cwts.
Biscuits	3,000,000 cwts.
Bread	£60,000,000 worth

Butter	9,000,000 cwts.
Candles	800,000 cwts.
Cheese	4,500,000 cwts.
Cider and Perry	11,000,000 gallons.
Coffee	340,000 cwts.
Coffee Essence	£280,000 worth.
Condensed Milk	3,600,000 cwts.
Cocoa	1,100,000 cwts.
Custard Powders, Blanc-Mange, etc.	£1,600,000 worth.
Fish (canned)	1,400,000 cwts.
Fruit (canned, etc.)	3,000,000 cwts.
Jellies (Table)	£1,300,000 worth.
Margarine	5,000,000 cwts.
Marmalade, Jams, etc.	5,000,000 cwts.
Matches	16,000,000 standard gross of 10,000 matches.
Meat (canned)	1,500,000 cwts.
Pickles	400,000 cwts.
Polishes (for leather)	500,000 cwts.
Polishes (stove and other)	650,000 cwts.
Sausages	£3,500,000 worth.
Sauces, condiments	£2,400,000 worth.
Soap (household)	5,000,000 cwts.
Soap (toilet)	500,000 cwts.
Other soaps, including soap powder, scouring soap, etc.	2,000,000 cwts.
Sugar	31,000,000 cwts.
Tea	500,000,000 lbs.
Wine	16,000,000 gallons.

The Average Family Food Bill

Various attempts have from time to time been made to break up the family food bill into its component parts to show what proportion is spent on meat, bread, etc. Taking various analyses, including one published by the Royal Statistical Society, the proportions are roughly as follows:—

From	31·5%	to	37·0%	of the average food bill is spent on Meat, etc.
,,	12·0%	,,	19·0%	,, ,, ,, ,, ,, ,, ,, Bread, etc.
,,	8·0%	,,	9·0%	,, ,, ,, ,, ,, ,, ,, Butter, etc.
,,	4·5%	,,	5·5%	,, ,, ,, ,, ,, ,, ,, Eggs.
,,	1·5%	,,	2·5%	,, ,, ,, ,, ,, ,, ,, Cheese.
,,	6·0%	,,	10·5%	,, ,, ,, ,, ,, ,, ,, Milk.

From	2·5%	to	7·5%	of the average food bill is spent on Fruit.
,,	5·5%	,,	7·0%	,, ,, ,, ,, ,, ,, ,, Vegetables.
,,	2·0%	,,	4·5%	,, ,, ,, ,, ,, ,, ,, Sugar.
,,	4·5%	,,	6·5%	,, ,, ,, ,, ,, ,, ,, Tea, etc.
,,	1·5%	,,	2·5%	,, ,, ,, ,, ,, ,, ,, Oatmeal, etc.
,,	about		3·0%	,, ,, ,, ,, ,, ,, ,, Jams, etc.
,,	about		1·5%	,, ,, ,, ,, ,, ,, ,, Condiments, etc.

Under "Meat" are included fish, poultry, bacon, etc. Under "Bread" cakes and biscuits, etc., are included. Under "Butter," margarine is included. Under "Milk," condensed milk is included. Under "Tea," cocoa and coffee are included. Under "Oatmeal," rice, sago, ready-to-serve breakfast foods, etc., are included. Under "Jams," honey, marmalade, etc., are included. Under "Condiments," pickles, sauces, etc., are included.

THE BRITISH ISLES AS A MARKET FOR HOUSEHOLD EQUIPMENT

THIS is one of the best markets in the world for Household Equipment of every kind; furniture and furnishings, labour-saving devices, such as vacuum cleaners, washing machines, electrical appliances, kitchen equipment of all kinds, cutlery, cleaning materials, and so on. There are 11,152,700 families: 753,700 "A" type, i.e., the comfortably off and the well-to-do; 2,904,000 "B" type, i.e., the intermediate or average type, and 7,495,000 "C" type, i.e., representing the steady, hardworking, well-paid mass of the working-class and the poorer classes.

Housing development has been most marked in this country since the war and new homes are still being built by the hundred thousand annually. New homes are new markets for household equipment. How rapidly this *new* market is growing is made evident by the following figures of new homes built in Great Britain over a period of years.

Year of Erection.	No. of New Dwellings Constructed.
1921—1922	132,723
1922—1923	88,243
1923—1924	105,890
1924—1925	157,997
1925—1926	200,928
1926—1927	254,904
Total New Houses erected in period	940,685

Newly married people represent in their initial buying the best market for certain kinds of Household Equipment, such as furniture and furnishings. The following shows the increase in the number of marriages in the country over a period of a few years.

1924	314,200
1925	313,425
1926	296,648
1927	326,868
1928	355,999

As the majority of homes are built up in the first instance largely out of savings, and, to a considerable extent, maintained and added to out of savings, we would refer the reader of this section to pages 33 to 36 of this book, where the subject of saving is dealt with in detail.

To every manufacturer of Electrical Appliances and Gas, Coal, etc., burning equipment, the following data for Great Britain will be of value.

The approximate number of electricity consumers (domestic) in Great Britain is 2,250,000.

The following table shows the estimated amount of electricity consumed in this country for domestic purposes over a period of years :—

Year	Consumption	Units per Family
1923	337,949,352	35·5
1924	448,162,843	47·1
1925	535,652,800	56·3
1926	668,316,000	70·3
1927	805,200,000	84·7
1928	990,000,000	104·1

The following gives the estimated amount of coal consumed for domestic purposes :—

Year	Tons	Per Family
1913	39,300,000	5·5
1923	40,500,000	4·9
1928	40,000,000	4·3

The following gives the estimated amount of Gas consumed for domestic purposes by approximately 9,448,000 consumers :—

Year	Cubic Feet	Per Family
1913	157,875,250,000	22,100 cu. ft.
1923	198,822,750,000	23,335 cu. ft.
1928	235,936,500,000	25,673 cu. ft.

The following gives the domestic consumption of Coke and Anthracite :—

Coke :—		
Year	Tons	Per Family
1925	1,301,600	3·06 cwts.
1927	1,978,000	4·4 cwts.
1928	2,680,000	5·8 cwts.
Anthracite :—		
Year	Tons	Per Family
1925	1,038,737	2·5 cwts.
1927	1,063,488	2·33 cwts.
1928	1,121,405	2·4 cwts.

The following gives as close an estimate as we can arrive at of the domestic consumption of paraffin and kerosene for heating, cooking and lighting :—

Year	Gallons	Per Family
1925	64,365,994	8 Gallons
1926	106,124,264	12 Gallons
1927	112,394,264	13 Gallons

No true comprehension of the importance of the British Isles as a market for Domestic Equipment can be obtained without some estimates of the consumption of some of the more important items making up this equipment. Consumption figures for some twenty of the more important of these items are given overleaf.

Some Annual Consumption Figures of Household Equipment

Bedsteads (Iron and Brass)	£800,000 worth
Blankets	£2,300,000 worth
Carpets and Rugs (woollen)	23,000,000 sq. yards.
Clocks	3,200,000
Cutlery, Electro-plate, etc. (Domestic)	£5,000,000 worth
Earthenware (including China, etc.)	£9,000,000 worth
Electric Lamps	£2,800,000 worth
Hollow-ware of all kinds	£4,500,000 worth
Gramophones	500,000
Gramophone Records	30,000,000
Grates, Ranges, Stoves, etc. (solid fuel)	£3,200,000 worth
Grates, Ranges, Stoves, etc. (for gas)	£2,900,000 worth
Mattresses (wire)	£1,200,000 worth
Furniture of Wood	£20,000,000 worth
Furnishing (Blinds, Bedding other than already given, curtains, etc.)	£6,000,000
Pianos	100,000
Wall Paper	1,000,000 cwts.
Wireless Apparatus (except valves)	£5,000,000 worth

Certain products in the list are advertised regularly and extensively in *The Daily Mail*. Mere mention of them recalls certain brand names or leading houses engaged in their manufacture. Obviously, this instinctive association of a proprietary name with a class of commodity in the mind of the consumer has a considerable bearing on demand. Obviously too, in these days, public preference for a specific product can only be brought about by advertising.

Realising this, progressive manufacturers of non-advertised or little advertised products are fast becoming convinced as to the enormous possibilities and power of publicity as a sound and economical aid to business development. *The Daily Mail* now carries in its columns announcements concerning products which but a few years back would have been quoted as impossible subjects for press propaganda.

THE VITAL MEDIUM FOR SELLING TO MEN

THERE may be a divergence of opinion as to whether or not men are less susceptible than women to the appeal of advertisements, but there is a complete agreement as to the biggest business-producing medium for every type of masculine need. Men's wear provides one outstanding instance. The leading tailoring houses, shirt and collar makers and other concerns selling through the retailers or their own branch establishments in different parts of the country, unhesitatingly give first place to *The Daily Mail*.

Actually, statistics show that in one year they allocated to this one newspaper more than 60% of all press advertising expenditure in six national morning newspapers. What makes this fact still more impressive is that with such experienced advertisers, theirs is no haphazard selection of media. In many cases they are guided by keyed results or the general public demand, through the shops, which follows almost automatically, a striking advertisement in *The Daily Mail*.

Then there is no doubting the views of the great cigarette manufacturing organizations. Their intensive use of *The Daily Mail* as the backbone of every national advertising campaign is in itself a practical indication as to their experience of its nation-wide pulling power. Quite recent times have seen a noticeable increase in publicity on behalf of well-known branded ales and other drinks. Here again *The Daily Mail* is the chief medium used. Every product sold for shaving purposes is also most widely represented in *The Daily Mail*. To take the instance of shaving soaps and creams, over 45% of an entire year's advertising expenditure in daily newspapers of over 500,000 net sale was allocated to *The Daily Mail*.

The Teaching of Experience

The exceptional use of *The Daily Mail* by the manufacturers of motor cars, motoring accessories and components, wireless sets, equipment and other products which sell in the main to men has been

dealt with on previous pages; but all these remarkable examples only go to prove the sterling worth of the paper in national selling campaigns. After all, such shrewd advertisers have tested out every possible medium and every possible method of approach. Experience has taught them that *The Daily Mail* stands supreme for their purpose and they use its advertisement columns accordingly.

The reasons why *The Daily Mail* is so consistently successful in all appeals to men are not far to seek. Its news and picture service places the paper to the very forefront in world journalism. Every masculine interest is brilliantly catered for in its unique features and contributions by the greatest writers of the day. It is the sportsman's daily newspaper. It is the recognised most authoritative guide to the investing public.

Thus it is that *The Daily Mail* has to-day the largest number of male readers in particular, ever attracted to any daily newspaper in the world. It is, in fact, a *national* audience as the paper reaches its record following in every town and district throughout the entire British market.

With Means to Buy

But obviously, this vast number of potential buyers of men's needs would not have half its significance to advertisers (especially to makers of products calling for an appreciable outlay of cash) but for the fact that it represents a solid middle and upper class public. *The Daily Mail* is the business man's paper; the professional man's paper; it is the paper of the club and country house; it numbers among its readers the bulk of those who in any way can be termed men of substance—from the owner of the suburban villa to the man of exceptional wealth and, in consequence, unlimited spending capacity.

What it amounts to is that *The Daily Mail*, for all selling appeals directed to men, provides the means of reaching the most likely buyers in all parts of the country; these, in far greater numbers than could be approached through any other daily publication in existence. Even with certain products outside the range of actual necessities, such is the type of reader covered through *The Daily Mail* that to all intents and purposes there is no waste circulation from an advertiser's point of view.

The great effectiveness of *The Daily Mail* in reaching this vitally important public has, of course, been demonstrated on innumerable occasions, in campaign after campaign, selling an endless variety of branded goods. It has been revealed, too, in the keyed returns to financial announcements, to such an extent that it is the accepted practice to head the list of media with *The Daily Mail* whenever an important capital issue is to be advertised in the Press.

The Immensity of the Market

The remarkable figures quoted in the following pages are broad estimates of the annual demand for certain products mainly of masculine consumption. The part played by readers of *The Daily Mail* in building up such huge totals can well be imagined when it is considered that the newspaper covers the bulk of the nation's good class homes.

Skilfully planned publicity in *The Daily Mail* definitely influences demand in favour of specific branded goods. At the same time, it has nation-wide effect in building up retail distribution. Such propaganda represents, therefore, the greatest and most economical aid to business development now available to any and every manufacturer of repute.

THE BRITISH ISLES AS A MARKET FOR MEN'S NEEDS

THERE are 23½ million males in the British Isles. Of this number 16½ million are over fifteen years of age, *i.e.* those who from a marketing point of view, might be called *men*. In this 16½ million men we have a huge market for the hundred-and-one needs that are peculiar to men, besides those which they share with the other sex.

It must be remembered, too, that while the woman of the house is the one to buy every requirement for the menu and the efficient running of the household, it is the man who is the final purchaser of the more expensive items needed for the home. His province includes the garage, the garden, house purchase and insurance.

The total number of men in the country who occupy professional and executive positions, or who run businesses on their own account is 1,860,900.

The number of youths in the British Isles will have an interest for certain manufacturers. For example, it is between the ages of sixteen and eighteen that most youths begin to shave. Taking those from sixteen to eighteen as representing youths, then there are 1,411,600 in this market.

As the needs of youths and men attending colleges, universities and other educational centres have a special interest for certain advertisers the following figures will be useful. There are 88,700 males over sixteen years of age who are regularly attending educational centres in England and Wales alone and 93,710 who are part time students.

The following table covers a representative selection of commodities, to a considerable extent or entirely of male consumption. The figures are broad estimates based on the census of production with due regard to imports and exports. (See also page 264.)

Some Annual Consumption Figures

Cigarettes	85,000,000 lbs.
Pipes (Tobacco)	£600,000 worth
Razor Blades	4,000,000 dozen
Shaving Brushes	100,000 dozen
Shaving Soap	20,000 cwts.
Shirts, Collars, Cuffs	£7,500,000 worth
Tobacco (Pipe)	55,000,000 lbs.
Walking Sticks	120,000 dozen
Whisky	13,000,000 proof gallons
Wine	16,000,000 gallons

The demand for cigarettes is, of course, confined almost exclusively to the well advertised brands. To a certain extent the same remark applies to other items on the list. Actually, it could apply to *all* commodities sold to men, were those same products branded and advertised to the public through *The Daily Mail.*

APPEALING IRRESISTIBLY TO WOMEN

SINCE the day that *The Daily Mail* established a precedent by devoting certain of its columns exclusively to women's interests, the paper has maintained its leadership in this branch of daily journalism. The women's section of *The Daily Mail* is the most widely followed feature of its kind. In the vast majority of the middle and upper class households of Britain it is studied and quoted as the leading authority on the trend of fashions and on every home and family topic.

To this gigantic number of women readers *The Daily Mail* also constitutes a complete and welcome shopping guide. The advertisements it contains are consulted as a source of information and as an aid to running the home on efficient, economical lines. Moreover, there is no hesitation in ordering goods thus announced, as *The Daily Mail* has established a complete confidence to buy through its inflexible policy of permitting only the announcements of reputable products to appear in its pages.

This factor alone has enormously extended the scope of selling to women. It has indeed been instrumental in increasing the amount of business done by national advertisers in the villages and remote parts of the land, where shoppers are more dependent upon the accuracy of statements made in advertisements and have learned to rely upon information published in *The Daily Mail.*

The Power of Prestige

Actually, such is the reputation of *The Daily Mail* for insisting on clean advertising that the mere fact of a product being announced in its columns is of considerable help in swaying public opinion in its favour.

All these points have bearing on the leadership of *The Daily Mail* as the most far-reaching and biggest result-producing medium for all publicity designed to sell to women. This is not just theory, but a definite statement of actuality endorsed by every experienced national advertiser using the paper for this very purpose.

Time and time again there have been placed on record gratifying instances of remarkable results achieved through its columns, though for the most part the acknowledgment of the selling supremacy of *The Daily Mail* takes the form of large and insistent demands for advertisement space.

Spending most in 'The Daily Mail'

To the leading makers of toilet preparations, soaps, dentifrices and specific articles of feminine attire, *The Daily Mail* represents the mainstay of their national advertising campaigns. It is just the same with every requirement for the nursery. To take one instance, the group of products which includes oils, emulsions and similar preparations. A recent investigation revealed that over 40% of the total amount spent on advertising these commodities in six national daily newspapers was allocated to *The Daily Mail.*

Then the great London stores, so well placed for checking immediate cash response to their announcements, make widest use of *The Daily Mail* to sell goods in every town and village throughout the land. The composite stores front page and inside page of *The Daily Mail* is to-day a famous feature of the paper from an advertisement point of view.

The Gigantic Demand

The details given in the following pages, particularly the estimates as to the consumption of individual commodities as listed in page 264, convey an impression as to the immensity of the national market for women's needs generally.

To brand a product and advertise it vigorously and consistently in *The Daily Mail* is the direct and economical method of securing a share of this gigantic demand.

Such is the selling influence of publicity in *The Daily Mail* combined with its effect on retail distribution, not merely in certain districts but in *every* district throughout the entire country, that this one medium can be used alone as a complete national advertising campaign in the British market.

THE BRITISH ISLES AS A MARKET FOR WOMEN'S NEEDS

IN this great market there are 25,310,000 females. Of this number 18,556,300 are over fifteen years of age, *i.e.* those who, from a marketing point of view, might be called *women.* In this number we have a large and prosperous market for women's clothes of all kinds. In the British Isles there are 1,434,100 girls between the ages of sixteen and eighteen. In addition to the millions of women employed in trade, commerce, domestic service and other wage earning capacities, there are 359,982 who are occupying executive and professional positions, or who are running businesses on their own account.

There is a growing number of women and girls over the age of sixteen attending colleges, universities and other educational centres, and as these, because of special needs, have a special interest to certain advertisers, the following figures will be useful. There are, in England and Wales alone, 86,530 over the age of sixteen who are regularly attending educational centres and 92,140 who are part-time students.

The total number of married women in Britain is 10,000,000. Quite apart from their own personal needs they are responsible for the vast weekly expenditure on foodstuffs, and home and family needs generally. Details as to the consumption of some of these items are given on pages 251, 252, 256 and 264.

THE BRITISH ISLES AS A MARKET FOR CHILDREN'S NEEDS

CHILDREN provide a rich market for many and varied products. Taking as children those up to the age of fifteen there are no fewer than 13,632,000 in the British Isles. Up to the age of five there are 4,346,200, or what might be called infants. The number of births in this country in 1928 was 862,500.

As an index of the active interest which is taken in child welfare in this market, it is interesting to note that there are over 2,000

maternity and infant welfare centres in the country, most of which are also additional channels for the distribution of branded and advertised infant and body-building foods.

As educational matters are largely bound up with the life of the child, the following figures bearing on the educational facilities in the country are of value. In this country there are 32,400 elementary schools, 2,200 secondary schools and 5,200 other educational institutions. Attending these schools regularly there are 6,359,300 boys and girls under sixteen years of age.

The purchase of every family and nursery requirement is, of course, a purely feminine undertaking. For this reason the immense home influence of *The Daily Mail*; the fact that it is read and followed by the woman of the house in the majority of the better class homes of Britain; makes the paper invaluable to every advertiser seeking a nation-wide and responsive feminine audience.

Some Annual Consumption Figures of Clothing and other Products for Men, Women and Children

Boots and Shoes (mainly of Leather)	Men's	2,000,000 doz. pairs
	Women's	3,000,000 doz. pairs
	Youth's and Children's	2,500,000 doz. pairs
*Boots and Shoes of Rubber		1,000,000 doz. pairs
Cigarettes		85,000,000 lbs.
Chocolate		1,500,000 cwts.
Confectionery (other than Chocolate)		3,600,000 cwts.
Furs		£6,500,000 worth
Gloves (Leather)		1,400,000 doz. pairs
Gloves (Fabric)		2,500,000 doz. pairs
Hats, Caps and Millinery		£19,000,000 worth
Hosiery Garments (other than Gloves, Stockings, Socks and Hose)		14,000,000 dozen
Jewellery (Census of 1924, Great Britain)		£4,090,000 worth
Mackintoshes, Waterproofs, Showerproofs, etc.		£4,250,000 worth
Stockings, Socks and Hose		25,000,000 doz. pairs
Toilet articles such as Perfume, Cosmetics, etc.		£2,500,000 worth
Tooth Brushes		1,000,000 dozen
Toys and Games		£3,500,000 worth
Umbrellas		300,000 dozen
Watches		£1,100,000 worth

(* This is probably too small a figure now. It is based on 1924 returns only.)

CONSTRUCTIONAL EQUIPMENT: A FIELD OF VAST POSSIBILITIES

THE list of necessaries for the construction of any building would be one of considerable length. Yet of the firms concerned with the supply, the number using newspaper publicity to influence the gigantic demand in favour of their particular products is limited in the extreme. Enterprising firms are, however, beginning to realise the vast possibilities of advertising their goods in *The Daily Mail*, which is read throughout the entire country and penetrates into the inner circles of commercial and public life.

One of the greatest tributes ever paid to any selling medium is the following letter written to *The Daily Mail* by Mr. G. H. Downing, Chairman and Managing Director of G. H. Downing, Ltd., now the largest group of tileries in Britain:—

> "As all newspaper advertising for Acme Roofing Tiles has been confined exclusively to *The Daily Mail*, I thought you might be interested to hear of the remarkable results obtained.
>
> "The following figures speak for themselves. Before our first advertisement appeared in *The Daily Mail* (Sept. 15th, 1928) our average weekly output had been increased from 1,250,000 to 1,500,000 tiles in anticipation of larger demand. By April, 1929, our production had to be increased to 1,750,000, reached 2,000,000 in June, and even this weekly average, which I believe represents a record for any single firm in the entire industry, is now being raised to 2,250,000 tiles per week.
>
> "Over these same twelve months, during which our business has been practically doubled, the only periods when our advertisements did not appear in *The Daily Mail* were those when it would have been impossible to have accepted another order and given prompt delivery. To keep pace with the demand, big

extensions have been made to our tileries, including 28 new kilns within the last six months, and employment found for a large number of additional workers. This in an industry which I had been told could not be helped by advertising!

"You are at liberty to publish these facts should you care to do so, and they certainly make it clear that even in these days of trade depression and keen foreign competition, much can be accomplished with the aid of publicity in *The Daily Mail*."

As with roofing tiles, so with other constructional equipment. If so much can be accomplished by advertising in *The Daily Mail* alone and with but moderate expenditure, it is clear that a similar method of sales development has immense possibilities as applied to most branches of the industry.

THE BRITISH ISLES AS A MARKET FOR BUILDING MATERIALS, INDUSTRIAL EQUIPMENT, MUNICIPAL NEEDS, ETC.

Some idea of the importance of the British Isles for the above needs is indicated by the following facts:—

(1) The number of factories, workshops, warehouses, etc., in the country in *1928 was 269,728.

(2) The number of shops, inns, and hotels built in the year 1926—1927* was 7,546, and over this same period:—

(3) The number of business buildings, other than shops, etc., built was 28,432.

(4) The number of new dwelling houses built was 254,904.

(5) The amount spent on roads and bridges was £42,000,000.

(6) The amount spent on gasworks, waterworks and electricity undertakings was £44,966,000.

(7) The sum spent on tramways and omnibuses by Municipal Authorities was £20,534,000.

(8) The sum spent on harbours, docks, etc. £9,393,700.

(* *The latest information available.*)

SUPPLYING THE NEEDS OF A NATION OF SPORT LOVERS

IN practically every household throughout the British market there is a keen interest in some form of sport or pastime. Many and varied are such diversions, which in most instances have a large and growing following. A considerable section of this great public turns to *The Daily Mail* for the latest sport and hobby news and views. In particular, those pages of the paper which deal so brilliantly with every popular sport are the acknowledged best of their kind in morning journalism.

Vast numbers of these readers among the nearly 2,000,000 families covered by *The Daily Mail* are themselves active exponents of golf, tennis, cricket, football and other national games. They all need equipment and their purchases, in bulk, must constitute a considerable proportion of the full total demand for this class of product.

Considering the fact that *The Daily Mail* serves this enormous group of potential buyers; that the paper penetrates the length and breadth of Britain; that for the most part its readers are of the better-class types; that the pulling power of *The Daily Mail* is the recognised greatest sales-creating force in the country—it is obvious that there is no more effective and economical method of sales development available to sports gear manufacturers seeking a national market.

Scope for still more Enterprise

Many of the leading makers, in the different seasons, are regular users of *The Daily Mail*. Their products are known and asked for in all parts of the country. But there are golden opportunities for still more firms in this section of industry to adopt a similar sales policy and increase their sales and distribution on a nation-wide scale.

That such could be the only outcome of their enterprise is evidenced by the selling achievements of advertisers in *The Daily Mail*, not

only in this particular line of business, but in every other branch of trading and commercial activity in which the leading firms are now using Press advertising as the means of stimulating demand for their goods or services.

The Greatest Hobbies Medium

Then on the hobbies side, ***The Daily Mail*** is looked upon and used as the supreme selling medium for cameras and photographic material; for wireless sets and accessories; for gramophones and records.

Gardening equipment, too, is most widely represented in its columns, while for seeds and plants it provides the means of securing custom in every town and village. Actually, the gardening pages of ***The Daily Mail*** read throughout the land have a considerably greater following than any other features of their kind. This is one of the reasons why the leading nurseries concentrate by far the largest proportion of their advertising expenditure in ***The Daily Mail.***

The following figures have been carefully prepared from such information as is available, but for the most part they can be only looked upon as broad estimates.

Table showing some Annual Consumption Figures of Sport and Hobby Equipment

Cameras	£350,000 worth
Balls (Tennis, Golf, etc.)	£1,500,000 worth
Cycles	400,000
Motor Cars	189,400
Motor Cycles	45,100
Photographic Plates, Films and Paper	£2,000,000 worth
Sports Equipment (other than balls) for outdoor Games	£2,000,000 worth
Wireless equipment (other than valves)	£5,000,000 worth

THE BRITISH ISLES AS A MARKET FOR SPORT AND HOBBY EQUIPMENT

THERE is probably no country in the world where sports and games are followed with such wholehearted enthusiasm by every grade and class of the community as in the British Isles. This country is truly a great market for Sport and Hobby Equipment of every kind.

Cricket :—There are over 1,000 Cricket Clubs on the English Cricket Club Secretarial Register, but that represents but a small section of the market that exists in this country for Cricket Equipment of all kinds—bats, balls, shoes, flannels, etc. Every town and village in the country has its cricket team, or teams; to say nothing of schools, churches, works and offices, etc. During the season literally hundreds of thousands of boys, men and youths play cricket more or less seriously in this country.

Football :—There are well over 200,000 Football Clubs in this country about which information is available and there are doubtless many more we have not been able to trace. It is hardly necessary to emphasize the importance of that market for footballs, football boots, blazers, etc.

Golf :—There are no fewer than 2,205 Golf Clubs in the British Isles, with a total membership of 489,000. Of these clubs, 1,293 are in England and Wales, 706 in Scotland, and 206 in Ireland. Of the members, 352,063 are in England and Wales, 103,901 in Scotland, and 33,057 in Ireland. Even this huge total does not exhaust the golfers of the country by any means. In Scotland alone thousands play over public courses who are not members of clubs and are not included in the above total. It will be agreed that the British Isles is, indeed, a very fine market for golf balls, golf clubs, golf bags, plus fours and golf equipment generally.

Hockey :—There are about 900 affiliated Hockey Clubs in England and Wales, but this must be only a small fraction of the total clubs in the British Isles. Men and women, boys and girls, all play hockey, and there are few schools of any importance in the country which have no hockey clubs.

Tennis :—The number of affiliated Tennis Clubs in England and Wales is over 2,000, but here again this is but a fraction, and a very small fraction, of the total tennis clubs in the British Isles. The total number must be nearer 200,000 than 2,000. This is a game that is growing in popularity year by year in the British Isles, and its great numbers of devotees offer a magnificent market for tennis racquets, tennis balls, tennis shirts, trousers, blazers, etc.

Cycling :—Some indication of the importance of the British Isles as a market for cycles will be gathered from the fact that approximately 400,000 new cycles are sold in the country each year. This shows a remarkable enthusiasm for the old " push bike " in spite of the competition it has had to face from the motor car and motor cycle.

Dogs :—That the hobby of dog breeding and dog keeping in the British Isles has many followers is made evident by the fact that there are well over 3,000,000 dog licences taken out in this country each year. There are over 500 registered Dog Clubs with an aggregate membership of from 50,000 to 80,000. There are close on 2,000 dog shows held annually, and an estimated total attendance of well on to half a million. It will be seen from these figures that the British Isles is an extraordinarily good market for dog foods, dog biscuits, dog soaps and remedies, etc.

Wireless :—There are in the British Isles close on 3,000,000 people who took out wireless licences last year. This is a market which buys approximately £5,000,000 worth of wireless equipment annually (other than valves).

PRINTED FOR THE PUBLISHERS
ASSOCIATED NEWSPAPERS LTD.
NORTHCLIFFE HOUSE
LONDON
E.C.4

DEC 22 1930

MSH 05069
DEC 15 1934
NEH

BOUND
MAR 25 1935

COLUMBIA UNIVERSITY LIBRARIES
0041448316

END OF
TITLE